

Atlantic Insight

JANUARY 1989 \$1.95

Remembering
Lord Beaverbrook

Meet our achievers

June Penney tops
this year's list
of Innovators

Saving a castle
in Newfoundland

The help lines:
they really help

The bloater
capital keeps
an eye on Haiti





It's Our Choice

Atlantic Insight

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JANUARY 1989

Vol. 11 No. 1



COVER STORY

Atlantic Insight presents the 1988 slate of Innovators of the Year, once again highlighting major achievements from several different fields. Professor June Penney heads an impressive list of Atlantic Canadians who are making a difference.

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COVER PHOTO BY MICHAEL CREAGEN



RECREATION

Winter camping, eh? It sounds like it's only for the hardy but more and more outdoor enthusiasts are finding that there's a whole new experience to be had and it's not nearly as extreme as they think it will be.

PAGE 36



FLASHBACK

It's been 25 years since the death of New Brunswick's greatest benefactor. In this excerpt from a recent book, Lord Beaverbrook is remembered from his childhood in Newcastle all the way to the British cabinet.

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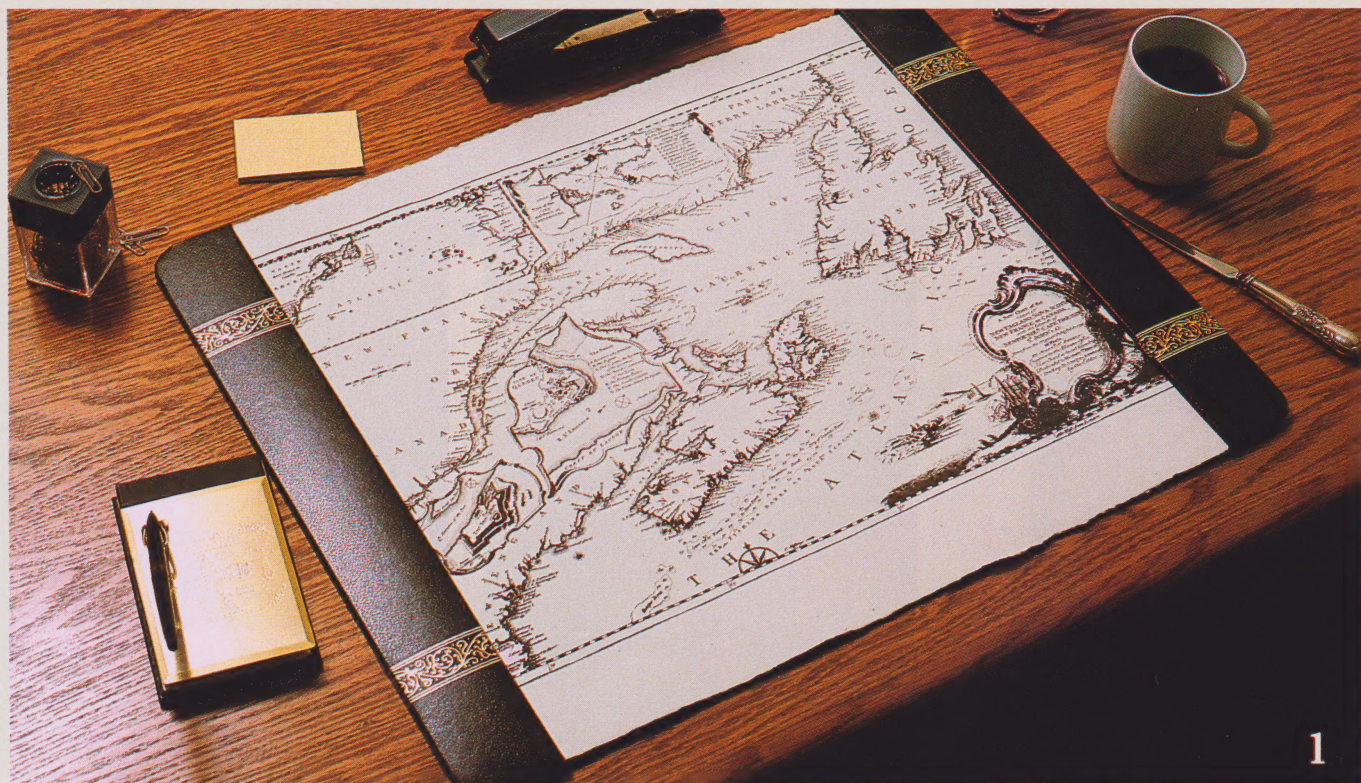
FOOD

The cold has set in, and times are as busy as ever. What could be more appealing than hearty one-pot meals? In Newfoundland, these meals are based on available winter ingredients — and for most, they're a happy part of winter.

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Fabulous Forgeries

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The Historic Sites and Monuments Board of Canada is a federal agency that is responsible for the identification, protection, and preservation of the historic sites of Atlantic Canada. The board is composed of representatives from the federal government, the provinces, and the private sector. The board's mandate is to identify and protect the historic sites of Atlantic Canada. The board is responsible for the identification, protection, and preservation of the historic sites of Atlantic Canada.

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PUBLISHER'S LETTER

An exciting anniversary year about to unfold at *Insight*

This year promises to be a special and exciting one for *Atlantic Insight*. It marks the 10th anniversary of the launching of this magazine in April 1979.

When founding publisher Bill Belliveau and founding editor Harry Bruce conceived and then produced Volume 1, Number 1 of *Atlantic Insight*, there was an immediate, strong, positive response from people everywhere in the Maritimes and Newfoundland. Readers were surprised and delighted that this part of Canada could publish a colourful, lively monthly magazine which was the equal of any periodical in Canada. This enthusiastic response was confirmed by members of Canada's magazine publishing fraternity when the National Magazine Awards Foundation presented *Insight* with the prestigious "Outstanding Achievement Award" in 1979.

We have planned a number of special events and benefits to mark the occasion of our 10th anniversary. As the decade comes to a close, we will be publishing a special section which will record the key moments and the exciting events of the 1980s in Atlantic Canada. All of our subscribers will receive this special section.

As well, we are designating all of our subscribers who renew their subscriptions during 1989 — and all those readers whom we will welcome as new subscribers during the year — as anniversary subscribers. Our anniversary subscribers will receive special privileges and benefits including a reduction in our regular renewal rates for the next decade and special offers on our growing collection of *Atlantic Insight* books and publications.

For those of us who work on *Atlantic Insight*, the new year offers some additional challenging and exciting opportunities. Late in 1988, we added a second

magazine — *Atlantic Business* — to our operation. *Atlantic Business* is published six times annually and it covers the business community in this region. We have already begun the work of expanding *Atlantic Business*' coverage, upgrading the look of the magazine and seeking a larger readership among the business community. The November-December issue, the first published under our ownership, has been well received by both readers and advertisers.

Another event we have looked forward to for many months will be happening in January. We are moving from our current location in downtown Halifax to more spacious offices adjoining the downtown on a street named — appropriately — Atlantic Street. Here we will be sharing facilities with our associated book publishing company, Formac Publishing. With this move we will be able to share the computerized typesetting and layout equipment which Formac has become familiar with over the past 18 months. Our building on Atlantic Street includes warehousing and shipping facilities, so we will be able to offer better service to the growing number of readers who are taking advantage of the fine Atlantic books, maps and other products which we have made available through our advertising pages.

There is no better way for us to launch 1989 than with the announcement of the winners of our Innovator of the Year Awards. This year's winners are from every corner of Atlantic Canada and they demonstrate the spirit of innovation which is so strong in this region. To June Penney and to the other award winners whose achievements are described in this issue, our hearty congratulations!

— James Lorimer

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FEEDBACK

Noteworthy contributions

I read with interest your article on *Mastering the basics to succeed in the mainstream* (Oct.'88). I congratulate and thank you for publishing such noteworthy contributions as are being made at Landmark East in Nova Scotia.

I note that your writer Tom Mason indicated that tuition fees for students at Landmark are paid for by the provincial governments of the four Atlantic Provinces. This may be true for the provinces of Nova Scotia, New Brunswick and Prince Edward Island but the province of Newfoundland no longer funds its residents to attend Landmark. This decision was taken at the end of the 1986-87 academic year. The Department of Education decided that equivalent education to Landmark could be provided in Newfoundland. As a resident of Newfoundland and an advocate for people with learning disabilities, I know our Department of Education is not providing the quality education of Landmark.

Max Batten
President

Learning Disabilities Association
of Canada
Ottawa, Ont.

Atlantic Canada's challenge

Re: Richard Shelley's letter *Disassoc-*

iating ourselves (Feedback, Nov.'88). Shelley is the president of the Unemployed Workers of Rural Canada. I hope to see a letter from the Urban Unemployed Association in the near future.

I have, however, difficulty following his emotional arguments. The basic premise that a person has the right to work close to home is undeniable. The type of work that can be done is another matter. It is not reasonable to assume that the job will come to the worker, rather than the worker moving to the job. A resident of Cheticamp who wants to ride for a cattle ranch cannot expect to find work within commuting distance. Just as a Calgarian, who yearns to work as a deep water fisherman, will not likely find a trawler anchored in Glenmore Reservoir.

Admittedly, these examples are rather polarized, but the principle does not change. Young Canadians are faced with a tough decision when they choose their careers and the opportunities available in this vast country make it that much more difficult. A key question must be asked when making the choice: "Can I do it at home?" If the answer is no, then a sacrifice must be made. Those unwilling to change their career choice, move to an area where their skills are in demand, or make an opening for themselves at home are "those" we want to "disassociate our-

selves" from. "Those" are the lazy or irresponsible who would sooner complain about lack of government incentive than use their own initiative.

"Easy for an expatriate traitor to say," thinks the spokesperson for the Cape Breton Association of Unemployed Penguin Trappers. "You're hauling in a good wage." Not so easy: many an Atlantic son (sorry ladies, but it's one of those popular down home-isms) made the decision to do what he wanted most. The cost: not being where he wants to be, painful, but necessary for him.

I realize that nothing is black and white. Decisions made to work as a miner, at home, go out the window when a colliery closes its shaft. Responsible citizens devastated by economic disaster should be treated not unlike those troubled by natural disaster. Unfortunately, people faced with disaster must re-appraise their lot and make new decisions. Such situations are why benefits like UI and organizations like ACOA are invaluable.

When discussing these issues, the question asked of me most by Upper Canadians is "why?" Why is it that Atlantic Canadians ask for assistance to float unproductive business instead of redirecting energies to productive pursuits. My answer is that a good number of our pro-



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*Guest speakers will vary according to location. Performers subject to change without notice.

jects are successful. Unfortunately, good news is rarely news.

Having said all that, I applaud the *Atlantic Insight* staff for your strong support of the Atlantic entrepreneur. You are effectively promoting the Eastern Canadian businessperson as a force to be contended with.

Valerie Mansour's "address to the jury" in *Political slush fund or sound solution?* (Nov.'88) was objective on most points. I think one aspect, however, was brushed over and should not be treated lightly (particularly while basking in the glory of small business success).

It is important that our economy be diversified. It is equally if not more important that Atlantic Canada's youth be given the opportunity to develop management and trade skills in a technologically advanced, corporate environment — at home. To achieve these goals we must be willing to spend some of our precious development monies on large, established companies. Let us not shy from large projects simply because we have been burned in the past.

The ACOA challenge is to develop evolutionary policy and procedures to exploit success, not to reinforce failure.

*Ron Roach
Lahr, West Germany*

Good stuff

Two things: I liked Ralph Surette's column on free trade, *Casting the die for free trade* (Nov.'88). I started in the '30s voting P.C. and I must say that their performance, as of now, has been the worst since that period, bar none. It is correct to say that they have lost my vote, probably forever.

Secondly, I must get back to Ray Guy on *Measuring up the monsters* (Nov.'88). I think he got hold of the original Newfie screech recipe (not the weak stuff that Peckford bottles). If so, I'd like him to send me a copy of said recipe. May as well build up some of our local ghosts and things we have or have not seen.

Anyway, congrats to both. I like their stuff.

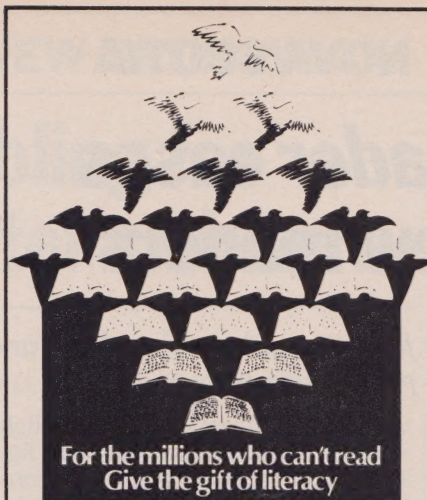
*Mac MacPhee
Dieppe, N.B.*

Some news from away please

While I greatly appreciate the promotion of local talent, I would like to see an occasional article on one of the numerous individuals who, generally for economic reasons, left the Maritimes as a young person and went on to become a success in his/her field. I have seen an occasional article on this subject but so rarely as to make it seem as though — despite the many thousands of us out here — we are made to feel we don't exist.

In my view, your magazine is extremely topical, well-written, entertaining, educational and one of the best which I've had the pleasure to read.

*Lorraine Boychuck
Mount Royal, Que.*



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East Coast Reader eases the work of new readers

Nova Scotia's monthly newspaper for new readers offers local and Canadian news in language and print that's easy to read



PHOTOS BY MICHAEL OREGEN

The *East Coast Reader*, Nova Scotia's new monthly newspaper for adults who are learning to read, is full of pictures, easy to read and it's free. Published by TESL Nova Scotia (Teaching English as a Second Language), the paper's large print articles stress "Canadian content with an Atlantic flavour," says editor Cathy Vaughan. It's not meant to keep new readers up to date on the news but "to develop literacy skills and help readers become familiar with life in Nova Scotia."

As an ESL teacher and former editor of a community-based newsletter in Saudi Arabia, Vaughan has often heard "the loud cry for Canadian-oriented material for new readers." The field is inundated with British and American publications, she says. New readers need something practical, like Canadian news, to stimulate them.

Following a simple newspaper format, the paper has sections for local, national and world news with a special features section that covers subjects such as the Olympics. A section at the end, called "Proud to be Canadian," provides Canadiana ranging from tips on Halloween safety to the meaning of Remembrance Day.

Vaughan says the paper is written in three levels of difficulty to help develop literacy skills and uses lots of pictures and illustrations. Each issue comes with a lesson planner to help teachers develop student exercises based on the newspaper stories. Again emphasis is on keeping the lessons relevant and appropriate for Nova Scotian adults who are learning to read.

According to a recent UNESCO report on Canada, approximately 150,000 or one in four adult Nova Scotians are

functionally illiterate, a rate that slightly exceeds the national average. The figure is based on the number of Nova Scotians who have less than a grade nine education. Vaughan, however, doesn't think literacy should be tied to grade levels. She says "literacy is the ability to get everyday information for living, like being able to tell the difference between bug spray and cooking oil." Although the jury is still out on what exactly determines literacy, no one doubts that there is a problem.

Gary MacDonald, a community worker with the Metropolitan Immigrant Settlement Association (MISA), helps about 200 new immigrants settle in Halifax each year. Besides providing interpreting services and helping newcomers find accommodations and jobs, MISA teaches English. MacDonald describes *The East Coast Reader* as "a great teaching tool." He likes the format "because the first thing people want to learn to read is a newspaper." MacDonald says the paper's emphasis on citizenship is also helpful because many of the immigrants are from South East Asia, Ethiopia, Romania or Central America. "They have to learn they can have a voice in their new country."

The East Coast Reader started as the project of a group of volunteers. When four ESL teachers from Nova Scotia saw a Vancouver publication called *The West Coast Reader* while attending a national

TESL conference, they decided to use it as a model for a local paper. "It's taken two and a half years and a lot of people power to get the paper off the ground," says Vaughan.

The four teachers approached the provincial department of education with a plan to publish four trial issues. Through a federal text book act, the government was able to help arrange funding. John Millett of the Halifax Herald also became interested in the idea and provided technical support. Dubbed "Saint John," he gave the volunteers a "break on the printing costs, access to reporters and graphic artists, free rein in the library, computer time and the experience of a seasoned editor," says Vaughan. The plan was to publish four trial issues.

The issues were a resounding success with the target group, which included new immigrants and ESL teachers. And to everyone's surprise, requests for copies of the newspaper came from all over the province. Community and volunteer groups including school boards, libraries, Laubach Literacy and the Continuous Learning Association of Nova Scotia, who were providing literacy programs, were looking for local teaching material. *The East Coast Reader* filled the gap.

The success of last year's pilot issues means that *The East Coast Reader* is here to stay. Last fall the paper received a budget of \$25,000 as well as a mandate to publish monthly issues from September to May and one part-time employee. That employee is editor Vaughan who admits her job is a full-time commitment. Besides co-ordinating the work of nine volunteer writers, she does much of the research and writing herself.

At the moment, 6,500 copies of the paper are printed monthly. They are delivered free of charge to reading teachers all over the province. Distribution has proven to be a headache, but once again the Herald has come to the rescue by letting the paper "piggy-back" its distribution lines.

The publication of *The East Coast Reader* has coincided with two other initiatives in the literacy field. Last spring a 23-member advisory council, called Literacy Nova Scotia, was formed to co-ordinate the efforts of literacy groups working in the province. This resulted in the appointment of Ann Marie Downie as Nova Scotia's first provincial literacy co-ordinator in August.

These provincial initiatives, as well as the recent federal announcement of \$110 million to be earmarked for literacy programs, are giving Vaughan reason to be optimistic. She hopes to expand *The East Coast Reader's* mandate to include all of the Atlantic Provinces. In the meantime *The East Coast Reader* is giving Nova Scotia's new readers a newspaper they can read themselves.



Editor Vaughan has a budget of \$25,000

Instability troubling for Cap Pelé's bloater smokers

Smoked herring is bringing in \$15 million a year to Cap Pelé but political unrest in distant markets is causing concern

New Brunswick businessperson Norman Ouellette chuckles when asked about his seemingly unusual interest in international affairs. "The first thing I do in the morning is watch the CBS news to see what happened in Haiti overnight. Then I watch the late news to see what went on in Haiti during the day."

Ouellette has good reason to be preoccupied with the affairs of a small country so far away. He owns Gaudet and Ouellette Ltd. in Cap Pelé, a company which processes smoked round herring, also called bloaters, for the West Indies' market. All but five per cent of his product is exported to Haiti.

Unfortunately, recent political instability in that country has had direct repercussions for Ouellette's business. Shipments have been delayed, forcing production levels down and the bloaters sometimes sit in the warehouse costing extra in insurance and interest at the bank. "We don't know what's happening from day to day," he says.

Ouellette is not alone. The sign on the road into town reads, *Bienvenue à Cap Pelé, pays des boucanières* — "Welcome to Cap Pelé, land of the smokehouses." Approximately 30 companies in the area smoke herring and all of them have been feeling the effects of the unrest in Haiti.

And when the smokers feel the effects, so does Cap Pelé. A recent economic study by the federal department of fisheries and oceans found that 95 per cent of smoked herring produced in Canada comes from the Cap Pelé area. Although the value of sales is small compared to the total value of fish and seafood exported from New Brunswick — \$6.4 million worth of bloaters in 1986 compared to \$305 million in total fish and seafood sales — smoked herring is an important industry to this village of 2,200.

The report also said that smoked herring provided 20 per cent of employment in the area in 1986. Taking into consideration spin-off effects, the industry was worth an estimated \$15 million. It stated that, "when we consider that the CN represented about 10 per cent of the total income of Moncton, we could easily understand how important the bloaters are for the area."

Yet despite the report and despite the fact that bloaters make up almost half of

the fish processing plants in southeast New Brunswick, the industry remains largely invisible except to the residents of Cap Pelé. The smokehouses are often unmarked, making it difficult to know where one company ends and another begins. It seems as if their existence is evident only at the height of production, when acrid smoke blankets the village.



WAYNE CHASE

Ouellette produces 35,000 boxes a year

The 75-year-old smoked herring industry has been dominated by Acadians. Raymond LeBlanc, industrial commissioner with New Brunswick's South East Economic Commission, says the growth of the industry was a natural for Acadians because they were fishermen. "Thirty-five years ago, there were only a few doing it. But others working for them saw they were making money and decided to do it too," he says.

The process involves 12-inch long herring that are salted round in tanks for 72 hours, then strung on long rods which are hung in smokehouses. The average smokehouse can hold approximately 35,000 pounds. When the smokehouse is "packed" or full, the herring is smoked for six to eight weeks by wood fires

covered in sawdust. The result is a "heavy cured" fish. It's not a taste that Canadians like and almost all of it is exported to the West Indies where part of its appeal lies in the fact that it doesn't need refrigeration.

Ouellette got into the business early, as a young boy working with his father. In those days, bloater smokers did one pack a year, when the spring herring started to run off the shores of New Brunswick. Today most will do four packs a year, buying herring in the spring in New Brunswick but looking further afield to Nova Scotia and even Newfoundland for late fall and winter packs. In some plants, production now runs all year. Doing four packs, Ouellette can produce as many as 35,000 boxes annually. Each box weighs 18 pounds and wholesales in Haiti for around \$11.

Historically, the Cap Pelé bloater smokers have depended almost exclusively on Haiti and the Dominican Republic with a small amount going to Trinidad and smaller islands. But in 1984, sales to the Dominican Republic began to drop off because the devaluation of the peso there meant the country couldn't afford to buy. The producers turned to Haiti which put a lot of pressure on the market at a time when political uncertainty was already beginning to dry up markets. By the spring of 1988, competition between the bloater smokers was so great that some were selling the product for less than it cost to produce because they needed money.

Ouellette, who is president of the Cap Pelé Bloater Smokers' Association, says production levels can be maintained when both Haiti and the Dominican Republic are buying, although he admits that there is a need to seek out other markets for bloaters, perhaps in places like South Africa. Better organization would also help, he says. When it comes to finding a buyer, "it's every man for himself" and the competition is stiff.

Although new technology would help the smokers meet new markets, only one company in the area has invested in modern equipment. In 1985 Leslie Leger & Sons Ltd. bought a \$1 million automatic smoker which allows it to produce mild cured smoked herring for sale in Greece. However, plant manager Dismas Arsenault believes the equipment costs would be prohibitive for small bloater operations. "It cost a fortune to rig up. I don't think you'll see too many getting rigged up like this."

Cap Pelé's smoked herring industry will obviously have to deal with these challenges in the future if it is to diversify and lessen its dependence on the political affairs of small countries like Haiti. And that's the only way Norman Ouellette will be able to catch a few extra minutes of sleep in the morning. ☒



RAY FENNELLY

Penney discovered the fort while exploring a proposed site for harbour breakwaters

Saving Southside Castle

The discovery of a fort at the mouth of St. John's Harbour has halted plans for breakwaters and upset inshore fishermen

by Joan Sullivan

Archaeologist Gerald Penney is excited about the newly discovered fort at the entrance to the sheltered harbour of St. John's. "If you're promoting St. John's as the oldest city in North America, you have to have evidence to support that claim," he says. "There's not much in the city from the 18th century that you can put your hand on, except for a couple of plaques. This site is a massive structure — you can sit around in it, eat your lunch there if you want."

It's rare to find such an old fortification in the city, says Penney, who hopes the provincial government agrees that the site is significant enough to salvage. A proposed breakwater project, earmarked for Prosser's Rock and Pancake Rock, is slated for construction on the same site as the historic find. "That project will have to destroy the site if it's built as envisioned," he says.

Provincial environment minister Jim Russell has called for an impact study before work begins on the breakwaters and a call for tenders on the project has been cancelled until the study is finished.

If constructed, the breakwaters will help form a small boat basin that's described as "long-awaited" by the inshore fishermen who work along the mouth of the harbour. "St. John's is one of the biggest inshore fishery ports in Newfoundland," says Frank Slade, director of small craft harbours in the Newfoundland region of the federal department of fisheries and oceans. "Most

people don't realize that. Inshore or near-shore boats are under 65 feet and there are no facilities in the St. John's Harbour for vessels of that size."

The two new breakwaters would, in effect, make a whole new harbour at the entrance of the harbour, now open to the worst of what the infamous Newfoundland weather can bring. Construction was due to start early next spring and be completed in three years, with the new harbour to be run by the fishermen themselves. "Nothing's been done for these fishermen in the years since the harbour was developed in the 1950s," Slade says. "This will be costly. We wouldn't be able to do it with what I call our regular funding — we received special funding to do this."

The problem arose when the provincial government hired Penney and his independent consulting firm to explore the proposed site for the breakwaters. The government requires any company starting major developments in the province to investigate whether their plans will adversely affect any historical sites, even if these sites have not yet been uncovered.

"We went over there in June and did some test pits, that is, we dug holes in the ground to see what we would find," says Penney. "And we found a north facing wall. We reported this to our client and said we suspected more. We received another contract and that's when we found this harbour fortification." Working with his staff and volunteer and amateur archaeologists, Penney cleared back two

metres and believes the structure goes back another 30 metres. So far they've found "things related to smoking, such as clay pipes, stem bowls; glass and ceramics; military things like gun flints or iron balls; miscellaneous iron pieces like nails and bones."

During the summer more than 5,000 artifacts were found, piecing together a history of the fort which, in turn, could be incorporated into the story of early settlers in Newfoundland.

Originally constructed in 1670, the fort was destroyed twice by the same man, a French officer named d'Iberville. It was back in operation in 1705, when a group of soldiers and settlers managed to turn back the French after a three-week siege, only to have the site taken three years later by a renewed surge from the French army. The understandably disheartened settlers then abandoned the fort.

Penney says the site, which is known as the Southside Castle, was first used as a local defence. "They used to fire at sea level, because they didn't have the technology to shoot from the top of the hill. The military never showed up until the turn of the 18th century. The locals were all set up to lob cannonballs at ships. Unfortunately, invading armies soon learned to come in overland and they landed at Placentia and pretty much walked in the back door. That civic fortification was followed by a military one and it was one of the first English military forts in the New World." Harbour fortification itself continued in various forms until the Second World War, when submarine nets were an inherent part of the defence against the German navy.

Penney has found other sites this old before, including a fort dating from the same time as the southside one. But that's on Fox Island in Trinity Bay and "250,000 people can't walk down to see that if they want to."

At the same time, 250 inshore fishermen await the go-ahead for the \$6 million, four-acre breakwater. The approach breakwater will be 197 feet long and 10 feet above low spring tide and the main breakwater will be 361 feet long and 16 feet high. Made of treated wood and concrete with seaside walls protected by armoured stone, the breakwaters will enclose a landing wharf and two finger piers. The structure is expected to protect the small fishing boats and eliminate the need for regular, costly repairs. Slade hopes to tender for the development early this year, after the impact study is finished.

"We think it can be built there (while accommodating the site) but we won't know for sure until we get the archaeologist's report." He has said that altering the boundaries of the basin is a possibility, which would still serve the needs of the fishermen. ☒

Big wheels can't agree on shortage of truck drivers

A recent study is being interpreted in two different ways by the Island's trucking companies and by the bureaucracy

by Bonnie McOrmond

Is there a shortage of truck drivers in Prince Edward Island or not? A recent study on the subject is being interpreted two different ways and is leading to some conflict between the two parties that commissioned the study: the Atlantic Provinces Trucking Association (APTA) and the Canada Employment and Immigration Commission (CEIC).

The report of the study, conducted by Fiander-Good Associates, says the trucking industry in the Atlantic Provinces will need between 2,000 and 3,000 new truckers within the next five years. It recommends that trucking be classified as a designated trade, which would make it eligible for training funds through a CEIC Skills Shortages Program.

The conflict arises because, while this report says there's a shortage of drivers, a large number of people classified as truck drivers are on unemployment insurance. Because of that, the CEIC says there's far less demand for drivers than the study seems to indicate.

Lowell Hogg, the owner of J.L. Hogg Transport in Cornwall and also first vice-president of the APTA, says he feels there is a shortage of qualified drivers. He says he rarely deals with the employment centre because he isn't satisfied with the people it sends for a trucking job.

"I need tractor-trailer drivers who have a Class 1 licence," he says. "Anyone who registers with the centre can say he's a truck driver and not have a Class 1 licence." Like many other trucking companies on the Island, Hogg would rather hire someone he knows or someone on the advice of another employee than go to the Canada Employment Centre. Besides that, Hogg says he just isn't hearing from the centre. "I have five employees right now, but I really should have six," he says. "I've had a notice up on the bulletin board at the Charlottetown centre for two months and haven't heard from anyone."

When Hogg does find someone he thinks is suitable, he pays \$135 himself to send the driver to the APTA Commercial Safety College in Masstown, N.S. for a one-day driver evaluation. "I have to get the evaluation so I know whether to hire him, but also to keep my insurance rates down," he says.

The adoption of the National Safety Code, which restricts the number of hours

a day a driver may be on duty, is also a factor in the need for more qualified drivers, Hogg says. He feels that with the safety code, the truckers and the government are both working toward the same end — the companies to save on insurance costs, the government to save on medicare.

"I think it makes more sense," he says, "for the government to pay for driver training as a preventative measure instead of thousands of dollars on medicare in the event of an accident."

Insurance rates for a trucking company are already high — as high as \$10,000 per year per truck. With unqualified drivers and a greater risk of accidents, insurance costs could go much higher and could force small companies right out of business. That would be hard on the Island's economy.

"In my company, which only has five

trucks, I spend about \$10,000 a month on fuel and each truck can cost up to \$15,000 in taxes," says Hogg. "And all the money that's generated through the Island trucking companies goes back into the local economy." (In a 1986 Statistics Canada study, "Trucking in Canada," 20 carriers on P.E.I. were questioned. The total operational revenue of these 20 carriers was \$6,340,299, the total operational expenses were \$5,910,380 and they paid 139 employees a total of \$2,322,738.)

Jake Baird, manager of community futures and adjustment programs with the Island CEIC, looks at the recommendations of the APTA report on supply and demand of truck drivers from a completely different perspective. "Our own economists did a study on trucking and came up with far less a demand for drivers," he says. That survey found a need for several hundred new drivers over the next five years but not 2,000 to 3,000 as the joint study projected.

"The analysis done in the joint study was not complete and doesn't represent a true picture," Baird says. "There was a very low return of questionnaires from people within the trucking industry. Of the 700 sent out, only 80 companies replied."

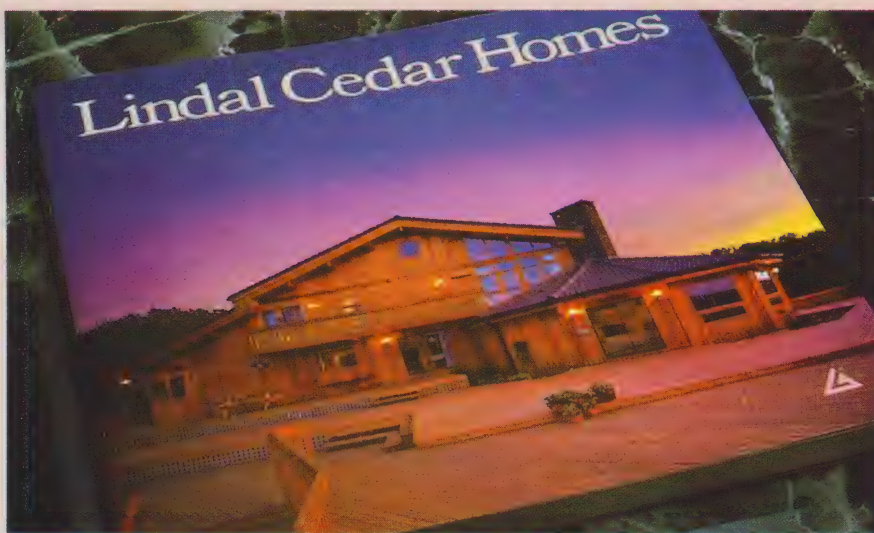
Baird doesn't see any evidence that there's a driver shortage on P.E.I. "Right

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PRINCE EDWARD ISLAND



Hogg needs drivers with a Class 1 licence

now, there are a number of clients on unemployment insurance benefits registered as heavy truck or tractor-trailer drivers. P.E.I. has also bought seats at the Commercial Safety College which are vacant."

The CEIC bought one seat for each two-to-three month session at the college which translates into six seats. Although funding is available, trucking companies are not taking advantage of it.

"I don't think that more training is the resolution until we find out if there is a real need," Baird says. "And although the study did recommend that it was government's role through CEIC to provide more training, it also recommended that the industry work on providing better working conditions for its employees."

If the industry would provide better wages and working conditions along with more attractive fringe benefits, it would retain employees and reduce turnover, he adds. And he says the trucking industry also has to change its ways of thinking about what type of employee it wants.

"The trucking industry wants white, 25 to 40 year-old males, who are the most advantaged in terms of employment," he says. The Canadian Jobs Strategy program has training funds for people who are most in need of jobs — native peoples, workers displaced from their jobs by new technology, youth and women re-entering the work force. If the industry would look at these groups, then we would be able to meet the needs of both groups."

Is there a shortage of qualified truck drivers on the Island? Obviously, it depends on who you ask. ☒

GORD JOHNSTON

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Counted cross stitch is the simplest form of needlework and currently one of the most popular in North America. The beautiful patterns shown in this advertisement are the original designs of Anne and Peg Fraser, a mother-daughter team who owns and manages Applecross Designs in Halifax, Nova Scotia. The Frasers started the company two years ago after they were unable to find Canadian counted cross stitch patterns. Since that time, Peg has been designing and charting various quilt patterns, Maritime scenes, Canadian flowers and yule-tide designs for use in her counted cross stitch kits. Peg also looks to her mother Anne, who has 40 years experience with the craft, for ideas and expert advice.

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COMMUNITIES



GEOFFREY GAMMON

Carolyn Rogers says Chimo offers information, referrals, crisis response and friendship

Listening and caring and making the right connections

Help lines in the region have evolved into information referral services pointing people in the right direction

The callers can be cool-headed or distraught, ready to describe in detail their suicide plans — the pills, razor or guns they'd use or have already used. Others are looking for a bed for the night, a free meal, a phone number or the time of a meeting. On the receiving end of these calls are trained volunteers, caring listeners who don't make judgements and who can help identify the problem and determine if the caller is in crisis or just has a real need to talk.

Hundreds of such calls are handled daily in help-line offices throughout Atlantic Canada. The philosophies of the lines are similar if not identical: only the lines and the actual listeners are different. The phone could be ringing at the Cobequid Line in Truro, at Chimo in Fredericton, at Help Line in Halifax, Help 24-au secours in Moncton or at Loaves and Fishes in Sydney.

The callers represent a cross section of society and while they are all different, they have a common bond — they need

to talk. They want to talk about the simple or complicated problems in their lives. Everything from family violence, drug and alcohol abuse and unemployment to grief over separation or death, mental illness, sexual assault and depression is discussed.

Even little children call about things adults don't think of as problems. One worker says, "I've had school children as young as seven or eight call to say 'my mom's out and I'm scared,' or 'my big brother is always threatening me.' One youngster called because he thought he was too short and a seven-year-old wanted to know how to bake cookies."

Help Line in Halifax, formed in October, 1969 as a six-month demonstration project by the Halifax-Dartmouth Welfare Council, now receives some 30,000 calls a year or between 2,400 and 2,700 calls a month. "We act as an information and referral service for 700 agencies listed in our computer, as an after hours service for social services, for victims of sexual assault, for anyone who needs to contact a social worker," says Sylvia McDonald,

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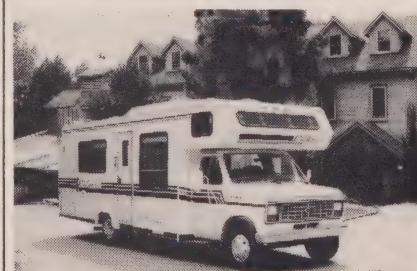


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COMMUNITIES

the executive director. "We also do message relay for the deaf community, anything from ordering a pizza to answering a job ad."

Abused and battered women feeling shame and isolation sometimes find strength to initiate change in talking anonymously to help-line workers. Laurel Lewey, social worker with the Victim, Witness and Family Crisis Unit of the Fredericton Police, says "crisis-line workers can help a woman realize she's not crazy...she's not the only person in the world living in a relationship like this."

Many of the help lines represented at the recent annual meeting of the Atlantic

Association of Help Lines evolved from suicide and crisis response lines as well as from more broadly based help and information-referral services.

"For the past 17 years, Chimo has been serving Fredericton as an information, referral, befriending, crisis response and suicide response line," says Chimo director Carolyn Rogers. "We've extended service to include rural communities in a 100 kilometre radius. We've taken collect calls since the late '70s, but most people didn't realize this until we went out to the communities and did public speaking. The public relations has generated a lot of collect calls."

Besides serving as listening and information services, the help lines often gather information about the neediest elements in society, passing on this information and acting as informal advocates.

"The gaps in services for teens (on their own) are heartbreaking," says Carolyn Rogers. "They get \$200 a month to survive. Often they're escaping from an abusive home situation and they're on the streets. They can't pay for decent food, accommodation and they don't have time to think about anything but eking out an existence, so their lives will never get better. There's a grey area, between ages 16 and 18 — they're in limbo; they're not children so they can't be placed in foster homes. Childfind recently opened a shelter but they've got to be runners, runaways."

Moncton's Help 24-au secours, Truro's Cobequid Line and Sydney's Loaves and Fishes are just a few of the volunteer agencies in the region trying to mend the gaps in the continually shrinking social service safety net. Only a few have paid full-time staff to provide continuity and organization. Volunteers have to spend time scraping together funds to forestall financial disaster instead of talking to callers. Such pressures have led to the closing of help lines in the Annapolis Valley and on Prince Edward Island.

New help lines often have a hard time surviving unless they are able to establish a sound infrastructure, committed organizers with a strong base in the community and a working board of directors. Some help lines have closed because of lack of funding, inhospitable premises and problems with recruiting and training volunteers.

Volunteer recruitment and training must be ongoing. In smaller communities where volunteers must guard their anonymity, there is no public recognition for a job well done. But for many, the emotional satisfaction of gently leading a distraught caller through the storm is reward enough.

Because of the newly incorporated Atlantic Association of Helplines, help lines in the region will be formally working together in the future. They will be able to speak with a united voice when they solicit funding, instead of being forced to live from grant to grant. Halifax's Help Line soon plans to open a teen line, five hours a day, run by teens for teens. Mental health professionals are encouraging the expansion of the existing lines with toll-free numbers. Lines that accept collect calls like Chimo help the isolated rural residents where help lines have not existed before.

And when a frequent caller to the line calls back to say, "thanks for being there when I needed you; I love you guys," volunteers know help lines really do help.



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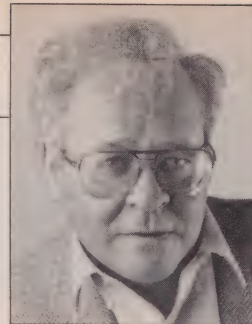
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The promise of Cape Breton

I often succumb to a mysterious urge to go for a drive in Cape Breton. This makes little sense. I know scarcely anyone there and none of my forebears was a Cape Bretoner. Moreover, even the most panoramic scenery on the Cabot Trail is no more satisfying to me than the shifty light on Chedabucto Bay, here at the venerable Bruce homestead in Port Shoreham. But the causeway is only half an hour away by car and Cape Breton drifts into my head with irresistible promises of exotic experience.

One icy night in May, I found myself at Gowrie House in Sydney Mines. The French were shipping coal from here as early as the 1720s and, a couple of centuries later, one of several mines stretched out under the sea for four miles. Nova Scotia Steel and Coal Co. built blast furnaces here, too, but they shut down in 1920 and the last mine closed a dozen years ago. Sydney Mines is 8,501 people getting by as best they can. It's not a place where you'd expect to find an inn that boasts superb antiques and cuisine that's as *haute* as any in Atlantic Canada. But that's what Gowrie House is.

A rangy, elegant, wooden mansion painted blue-grey, it has a fine fence of flat, stacked stones and looks out across the mouth of Sydney Harbour. Samuel George Archibald built Gowrie House in the 1830s and named it after his wife's birthplace near Dundee, Scotland. The Archibalds were merchants, coal exporters, mine owners, chandlers, shipbuilders and, by the mid-19th century, perhaps the richest family in all Cape Breton. Archibalds continued to live at Gowrie House for more than 140 years, right down till the 1970s.

Then it was bought by a former Anglican priest, C.J. Matthews, and his friend, antique-dealer K.W. Tutty, and they turned it into the fine bed-and-breakfast establishment it is today. It was Matthews who greeted me at the door. He was an amiable, eloquent, bespectacled fellow. When I asked for a dinner reservation, he sorrowfully told me the dining room was booked solid for the entire evening.

He showed me to a corner room on the second floor, overlooking the harbour. The headboard on the double bed was made of dark, glistening, elaborately carved wood and it was more than six feet tall. The room had two armchairs, two dining chairs, a round table and a bureau with a mirror that rose a foot

higher than my head. Every piece was an antique. A plant with fat, shiny leaves sat in an antique pot atop an antique stand. The wallpaper and tablecloth had a vaguely Oriental theme and the candlesticks, figurines, urns, prancing metal horse, brass bookends and a white vase from France all seemed to have come from antique auctions.

I had barely unpacked when Matthews returned. "Mr. Bruce," he said, "we could serve you dinner here in your room. I know that's not very hospitable but..." Not long after that his partner began to serve my meal, bringing each course up the long stairway on exquisite china. Tutty's manners pleasantly combined grace and reserve. His ancestors, Matthews told me later, had helped to build early Halifax and blow up Fortress Louisbourg.

*We felt like
we'd been
welcomed to the
biggest family
party on earth*

Tutty brought me warm dinner rolls, a seafood bisque better than any I have tasted before or since, a terrific Caesar salad and a juicy, red slab of roast beef. With the meat came Yorkshire pudding, squash, mashed potatoes, stuffed tomatoes, bitey broccoli and hearty red wine from France. After downing all that, I almost passed up dessert. I'm glad I didn't. It was a slice of hazelnut torte so heavenly I considered taking a few bites home to my wife. Gluttony got the better of me.


Surrounded by dark, historic furniture and feasting in lonely splendour, I left my door open so I could hear the chatter of the merrymakers in the crowd-

ed dining room below. An impossibly beautiful Siamese cat arrived, toured my room and vanished and I felt like a king on the run — protected, coddled and royally fed by secret supporters in a secret chamber.

Another time, my wife and I woke up on the first Saturday morning in October and decided to head for Sydney. The weather was curiously hot with a big, soft wind flowing across the whole island from the southwest. We drove along the Trans-Canada Highway for a while and then ducked over to a dirt road that prettily skirted the south shore of St. Patrick's Channel. This released us on pavement again, Route 223, and for a while the Bras d'Or Lake was on our starboard side.

At Iona, our Toyota Tercel nipped around a corner and onto the ferry ramp just as a deckhand was drawing a chain across the entrance to the good ship *C. Monty MacMillan*. We made it. To me, catching a ferry with seconds to spare is a good omen, like a double rainbow. Across Barra Strait, at Grand Narrows, we picked up Route 223 again, and now, almost all the way into Sydney, we had the railway tracks on our port side and beyond them the gorgeous glitter of St. Andrews Channel. Neither of us had ever been on these roads before and the trees on the hills were scarlet and yellow explosions against a green shadowland.

In Sydney, we glommed down Cantonese chow mein at one of the best Chinese restaurants in the Maritimes, The Peking, and then ambled over to Centre 200 to see if we could still buy tickets to that night's Rita MacNeil concert. Yes, they were way up in a corner of Section 28, but there were indeed a couple of tickets left. This was like catching the ferry, only better. At 8 p.m., we joined the sell-out crowd of 6,200 Cape Bretoners as they welcomed home their darling.

She has a marvellous back-up group and she sang like an angel and sang and sang. Four encores. In that adoring crowd, we felt privileged, like strangers who've been welcomed to the biggest family party on earth. Later, we went to the local Wandlyn and got a ground-floor room that faced the harbour. Close to midnight, that strong, summery wind was still sweeping over the island and we poured a couple of drinks, sat at a picnic table beside the water and agreed that Cape Breton is a place that never lets you down. 

THE ATLANTIC CANADIAN INNOVATORS OF THE YEAR

The spirit of innovation is strong, right across Atlantic Canada — and you find it everywhere, in small communities like West Point, P.E.I. and Pasadena, Nfld. as well as in large centres like Halifax and Saint John. We were delighted and impressed with the many strong nominations we received from our readers this year for the third annual Innovator of the Year Awards. Our panel of judges had a very hard time choosing among the six award winners you will read about on the pages which follow, and when you read about their achievements in their diverse walks of life, you'll understand why.

One of the themes which runs through the activities of our innovators is the community element in their work. Often innovators are thought to be solitary individuals, operating in isolation, coming up with new ideas, inventions and improvements. Yet much of the innovation that happens in our region occurs in the community, in groups and institutions where people are working together.

That was reflected by the choices made by our judges. In the end, they selected as Atlantic Canada's Innovator of the Year for this year a health educator whose innovations in the training of doctors will bring benefits to those doctors and to the many people who will be cared for by them in the years to come.

Our congratulations, then, to June Penney, an unusual university professor in the field of health education and this year's Innovator of the Year. Commented Don Deacon, chair of the Atlantic Provinces Economic Council and one of our panel of judges, "June Penney is doing something very important for the quality of life in the region. The great thing is that she is working at the human scale, and she's bringing a pioneering spirit which is unique." Added research scientist Brian Glebe, one of our award winners last year and a judge this year, "She is making a contribution in the field of personal development at medical schools. Her ideas are unique and innovative — and they're humane too. She's the kind of innovator many people will appreciate and relate to."

All six of our award winners this year are contributing to the community in different ways. The group of researchers at Newfoundland's Instrumar Limited are using their knowledge of science and engineering to find solutions to problems that are important to the region. Since they struck out on their own from Memorial University, the Instrumar researchers have come up with several high-tech devices, none of them more relevant than their hand-held device that can be used to give

an objective measure of quality to fresh foods from fish to tomatoes, peaches and tuna.

Glenn Carpenter of Saint John's Tabufile wouldn't be considered a high-tech scientist, but he has come up with a series of innovations which are the basis of a very successful but little-known Maritime company that has tackled a problem that bothers people at almost every workplace — filing. His ongoing innovations in how to organize files have made life simpler for many people here and elsewhere in Canada and the U.S. — and they're the basis for a growing business that has created jobs and wealth for 40 people.

Lori Ashton is an innovator who turned to some very traditional ideas about clothing and fashion to produce designs that have been very well received in Atlantic Canada and beyond. Her designs are based on traditional styles in wedding dresses, nightgowns and lingerie, but they're distinctive and unusual in their look. Also, she has struck that difficult balance involved in many of the arts and media between the artistic and the business side while she produces successful lines of women's wear.

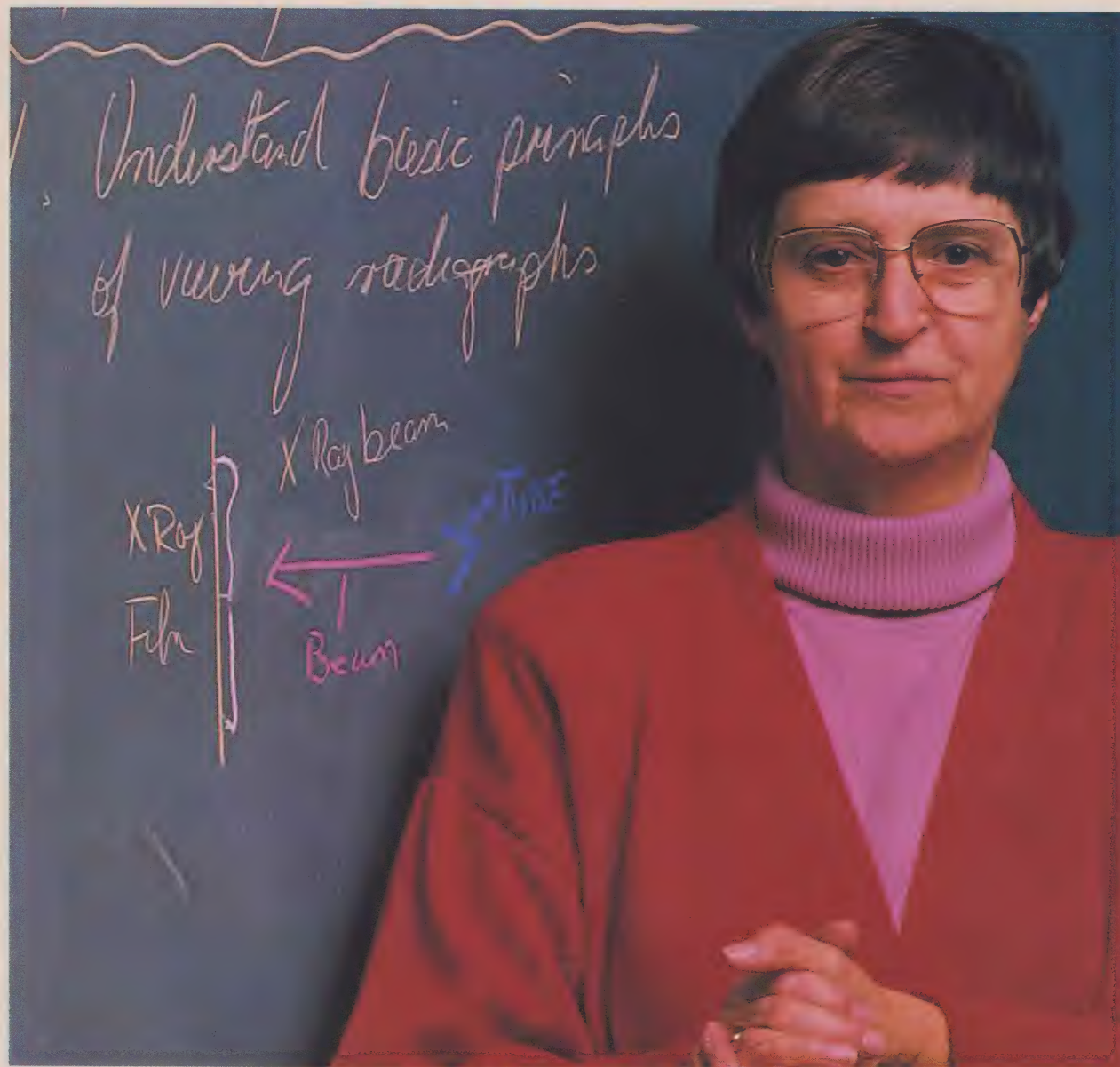
Bill Pardy of Pasadena, Nfld. might not seem like an innovator at first glance, because his work involves looking for innovators in small business. As the person in charge of business development in his community, he has looked for promising small businesses and people with the potential to get new enterprises going. By working with his community, and by encouraging people to realize their own potential, he has been very successful — and he's used some inspiring and innovative techniques to do so.

Like Bill Pardy, Carol Livingstone of West Point, P.E.I. is a go-getter. Strictly as a volunteer in her community, she has sparked a whole set of new activities as West Point has learned that people working together can make real headway to solve problems and create opportunities. The West Point Development Group she founded shows how people in communities can successfully tackle the challenges of development right at home.

To find this year's innovators, we had assistance from all kinds of people, including many *Atlantic Insight* readers, the directors of Atlantic Canada Plus and the Atlantic Provinces Economic Council, who are the organizers of these awards along with *Insight*, and our judges. To them, our thanks.

And now, we're proud to present to you on the following pages Atlantic Canada's Innovators of the Year!

— James Lorimer



JUNE PENNEY

Professor Penney believes that meeting the needs of medical students will lead to meeting the needs of their patients

June Penney exudes warmth and sincerity and especially, enthusiasm for life. Maybe that's a prerequisite for teaching medical students how to deal with death.

Penney is an associate professor of anatomy at Dalhousie Medical School in Halifax. She's also the person responsible for making the school a leader among similar institutions in the country in the area of humane medicine — a philosophy aimed at developing doctors who possess competence and compassion in equal measure.

"Medical school doesn't involve just a lot of hard work," says Penney. "There is also a great deal of personal and professional stress for students — fear of disease, of seeing their first cadaver, of exploring their own views about death. I believe we should be dealing with all aspects of this. If we expect medical students to meet the needs of their patients, we, as educators, have to meet their needs first."

Among the ideas that Penney has implemented to address those needs are three personal development courses — each breaking new ground for medical schools in Canada.

Perhaps the most important of these is Dalhousie's course on death and dying. It begins in first year with an orientation to human dissection. Penney designed the orientation sessions — which give students an opportunity to consider the many aspects of death before actually confronting it.

The idea for the sessions came from informal conversations Penney had with students in which she detected a level of concern and apprehension. She decided to survey the students on their views. "About 96 per cent of the students filled out the questionnaire," says Penney. "We asked them to compare their anxiety levels from their anticipation of taking the course, to after they actually made their first cut and then after they had completed the dissection course." The study

showed that 86 per cent of students experience extreme anxiety at the thought of dissecting a human body and close to 70 per cent of the students still harboured anxiety after completing the course.

"Prior to the introduction of the sessions in 1983," she says, "students were given their instruments and told to start — like they were in high school dissecting a frog. As a result of that approach, they pretended that seeing a naked cadaver was no problem instead of talking about it and dealing with their feelings as they do now."

Other components of the death and dying course, which is part of the core curriculum, are spread over the next three years. They are designed to teach students to remain objective about death while retaining compassion for the terminally ill. Among the issues discussed are suicide, the aging process, the stages of grief, ethical and legal aspects of death and dying, care of the dying and bereaved and attitudes toward death.

One of the keystones of the program is a classroom discussion held in third year between a clinician and a terminally ill patient. The two sit surrounded by students and talk about facing death. After the interview, students ask questions: How did you and your family feel when you found out you were dying? Was the doctor compassionate in breaking the news?

"It's probably the most moving session we have with the students and sometimes it's harrowing," says Penney. "But they are always immensely grateful to the person for sharing his or her feelings with them."

A take-home case study is used to examine what the students have learned from the course. It presents a hypothetical situation of a terminally ill patient and the various complications that can arise with family members, from ethical dilemmas about the use of life support systems to the best approach to use in controlling pain. Penney says it is possible to evaluate what the students have learned about death and dying and that the case study accounts for a good percentage of the final mark.

Dealing with death and dying is only one of the courses that Penney has developed. In 1983 the student advisor program was introduced to help students with various aspects of their lives — from establishing good study habits to dealing with personal relationships. It matches students with faculty advisors who provide confidential counselling. Confidentiality is especially important. Before the introduction of the program, students often refused to seek help for fear school administrators would find out and enter the problem in the student's record.

"The idea of the stoic, invincible physician still persists," says Penney. "Students believe that not coping or being referred to a psychiatrist could cost them a job, especially if other prospects' records show no problems at all." Penney now chairs a national committee of representatives from medical schools to set up the advisory program in other institutions.

In the fall of 1988, Penney was instrumental in developing another initiative — an anti-drug abuse program. Its purpose is to help medical students avoid addiction and to encourage those who already have problems to seek treatment. Before its introduction, students who abused either drugs or alcohol had nowhere to turn. Now, they can get help, which remains confidential unless they refuse or fail to comply with treatment.

The personal development programs have been so successful that other medical schools in the country want information on how to start their own, says Dr. T.J. Murray, dean of medicine at Dalhousie. "As a result, June Penney is being invited repeatedly to talk about how we're doing things here at Dal."

Coming up with the ideas is "largely instinctive," says Penney. "For one thing, I have a soft spot for medical students. For another, I have to fix anything I see that's wrong. As well, I have an obsessive-compulsive personality and I'm not a doctor — which may give me a different perspective."

So far, getting the medical school to go along with her ideas

has been easy. "I go through proper channels," she says, "and ask if I may do it and they say yes — providing I don't mind doing it as an extra until I prove it works."

Because the philosophy behind her work is sound, she has never encountered peer resistance. "Initially, not everybody is keen about the programs," she says. "But I don't think everybody wants to be part of these things. Now that they see students becoming more sensitive — which is my reward — they accept the programs."

The 58-year-old mother of two was born in London, England and grew up there during the blitz. Her father was a government methods and organization officer while her mother was active in the hospice movement. After acquiring the equivalent of her masters degree in radiological anatomy, Penney established a school of radiography at Boston's Massachusetts General Hospital in 1958. Five years later, she returned to England where she met and married an architect. The two immigrated to Canada in 1969 with their daughters, then aged two and four. In 1971, Penney joined the faculty of Dalhousie Medical School.

Today, the results of her work can be seen in the students. "As a naturally empathetic person, I came to medical school afraid I'd be told to toughen up," says third year student Lynn Stewart. "But because of June Penney and her programs, I've been encouraged to keep and to further develop my sensitivity. I think that will benefit my patients and make me a better physician."

— Carol McLeod

One day in 1983, Lori Ashton was having a discussion with two other fashion designers about how they might break into the American market. Ashton recalled meeting a representative from the Canadian Consulate in Boston at her first craft fair who had encouraged her to think about selling her romantic cotton and silk gowns further afield.

She got in touch with him and soon after held a fashion show, with Sharon Oakley and Jane Lutes, in the Canadian Consulate in Boston. A bemused staff, who had never seen anything like this in their offices, lent a hand. One of the people who attended the Boston show became Ashton's United States sales representative for the next three years.

The experience made Ashton confident about the market appeal of her designs and the production capacity of her company, enough so that she later mounted a similar show at the Canadian Consulate in New York.

Ashton says that her business success has been largely a matter of attitude. "People ask 'why?' too much," she says, "and they let their self-doubt limit them. I try to say 'why not?' and ask questions."

It's that combination of bold initiative and brash self-confidence that has been responsible for Ashton's remarkable success: today the designs created in her seaside studio in Prospect, N.S. can be found in more than 100 stores in Canada, Bermuda and the United States, including such fashion centres as Saks Fifth Avenue.

The Consulate fashion shows were only part of a pattern that began when she discovered that bringing her designs to the people most likely to buy them was a sales technique that worked. But the best sales technique in the world won't work if the product is wrong and it's here that Ashton's creativity found its niche and she could see her designing direction.

In fact, about the only constant in Ashton's business has been her designs, which concentrate on the Victorian, Edwardian and Elizabethan periods using generous cuts of fine cotton batistes, silks and imported laces. Details range from tucked sleeves to hand-crocheted yokes and hand-sewn ribbons or seed pearls. Her current line includes cotton and flannel nightgowns, wedding dresses and lingerie such as knickers and camisoles.

Ashton began designing in Toronto after receiving a certificate in design from Dalhousie University in 1979 but before long she and her husband returned to Nova Scotia. She



LORI ASHTON

For the creator of Serendipity Designs, success has meant marrying romance with self-confidence and practicality

decided to test the waters for her as-yet-unnamed business at the Dalhousie Christmas craft fair in 1981 and sold almost \$2,000 worth of nightgowns, all with lace, bows and hand-stitched detail. Her next move was to organize a major fashion show in Toronto.

Using a restaurant provided by a friend as the venue, she found volunteer models and recruited friends to do music and lights and ran the show on a budget of virtually nothing, while garnering attention from *The Globe and Mail* and *Flare* magazine. With these preliminary successes and several thousands of dollars in orders pending, her company, now named Serendipity, came to life shortly after in Prospect.

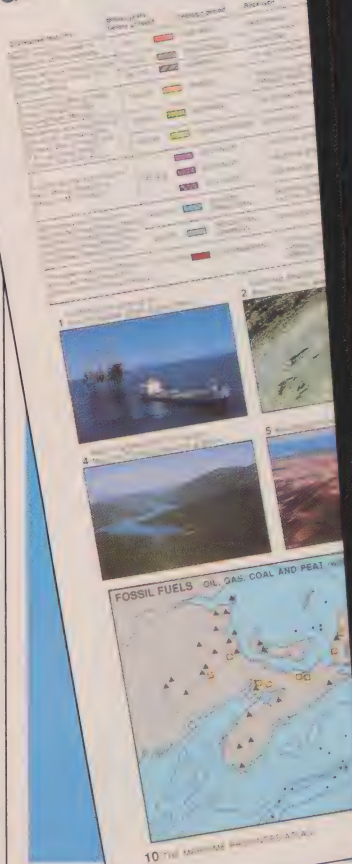
Since beginning, the company has grown steadily in all areas — from a one-woman workforce (Ashton herself) to six full-time and other part-time, from the initial orders to annual sales of approximately \$250,000 and from a room in the house

Lori and her husband owned to the *entire* house. Recently, Ashton opened a Serendipity boutique in the Halifax Sheraton and she's working on plans to franchise her stores across the continent.

Peter Giffin, trade development officer with industry, trade and technology (the provincial department that funded her trip to Boston for the Consulate fashion show), describes Ashton as a leader among Atlantic Canada's top designers, not only because of her work but also because of "her aggressive style in marketing and her own business plan." She knows exactly where she's heading, he says, and "doesn't wait for things to come to her. She goes out and gets them."

Ashton lets her intuition lead the company. But her intuition isn't given *full* rein. "You have to feel things in your guts, to follow your hunches, but you better check the balance sheets too." She also tries to avoid separating the designer and the

GEOLOGY PLATE 4



The Maritime Provinces Atlas



Robert J. McCalla

GEOLOGY OF THE MARITIME PROVINCES



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GLENN CARPENTER

Tabufile Atlantic's president has turned a 10-cent idea into a million-dollar system of colour-coded record management

businesswoman in her — to unite the romantic and the practical. She's seen other designers fall victim to that conflict. "Some people just don't let themselves be businesslike, because they think, 'Oh, I'm an artist.' And then they go broke and they never even saw it coming, because they were too busy being an artist to keep their you-know-what together."

Even Serendipity's studio and factory on the seashore in Prospect are an example of the marriage Ashton has made between romance and practicality. She loves the sea; she says it is the inspiration for her clothes, but she acknowledges its power as a marketing tool at the same time. "That's the whole image, you know, a little house in this tiny community with women sewing everything by hand. That's part of what people buy with Serendipity. We even used to hang all the clothes outside before we'd ship them, so the sea air would blow through

them. But we don't do that just for marketing — that's the way it really is for me — the sea pounding — that's where it all comes from."

— Bob LeDrew

When Glenn Carpenter decided to stake his future on the paper clutter of insurance companies and health clinics, he took on the experts and their predictions that the computer would usher in the age of the paperless office. The 50-year-old Saint John businessperson didn't believe that laptops, Apples and mega-byte memories would replace the reams of files clogging offices across Canada. With a system so simple that a child could use it, he has developed a company that is the largest producer of filing systems, binders and

file folders in Canada.

The key to his success has been a colour-coding system based on the fact that the mind can absorb colour more rapidly than a written message. By using coloured tabs on a file in which the colours correspond to letters of the alphabet instead of a written name, it's much simpler to retrieve. As the company brochure explains, "when files are in order on the shelf, a pattern of colour blocks is automatically created. The blocks create a guide to your destination. An out of place file breaks the colour pattern."

Carpenter has incorporated these coloured tabs into a filing system for retrieving, updating and refiling everything from medical to insurance records. With his company, Tabufile Atlantic Ltd., he has turned a 10 cent idea into a million dollar philosophy of record management.

Tabufile was started in 1967 as a sideline to a temporary placement agency. The first product was a collection of coloured plastic strips, which he sold to insurance companies as a "bring forward system" for client files. The coloured strips let insurance agents update records individually, rather than pulling stacks of files every 90 days to warn customers of upcoming premium payments. Less clutter and fewer lost files were perks office managers couldn't resist. The system was so popular, Carpenter shed his other businesses and adopted Tabufile full time.

When the company selling the plastic strips discontinued its product line, Carpenter decided to make his own. "They were charging us 10 cents apiece to make them and they were castoff plastic from other products. So we bought the plastic, cut it and made them for five cents apiece. Suddenly we were in manufacturing. We upped our sales in the product, made money and away we went."

Carpenter's next step was to set up a system of colour coding and ordering files for hospitals like the Saint John Regional and St. Clare's Mercy Hospital in St. John's. He expanded Tabufile into plastic file covers, plastic folders for X-rays and hospital charts and eventually set up a company in Boston called Medi-Records to market his products to American customers.

Gradually Tabufile absorbed each step of production that previously had been handled by American-owned companies in the Canadian office supplies industry. "What we wanted to do," says a smiling Carpenter, "was make our own things. We wanted to make something."

He got his chance in 1980 when Saint John Shipbuilding was putting the final touches on their proposal for the construction of a new frigate for the Canadian Navy. Carpenter produced a custom-designed plastic binder sporting the shipyard's logo and the outline of a ship. "The guy said 'hey, these are as good as any we've had.' The bells started to ring. We said, 'hey, we can make this product and it isn't as complicated as you might think.'"

A study later that year revealed an untapped \$4 million market for binders in Atlantic Canada. "Just think of all the engineers that use binders and all the universities and sales companies and ...engineers," he says. "We like engineers."

In 1981 Carpenter opened Atlantic 3-Ring Binder in Fredericton. Five years later he made the next leap in establishing an independent means of production for Tabufile Atlantic when he set up a file folder factory in Moncton. Two custom-built, file folder making machines, one for the Moncton plant and the other for a partner plant in Winnipeg, now supply as many as 60 million file folders a year. According to Carpenter, the machines can outproduce anything else in operation in North America.

Through each step in the growth of Tabufile Atlantic, Carpenter has included his brothers, his children and his nearly 40 employees in an extended family that shares in profit and ownership. And Carpenter is quick to point out that he is a cog like any other in the well-oiled Tabufile machine. "I'm a producing manager. I sell enough to pay my way and I do enough jobs to pay my way."

Paying his way means coming up with new ideas to add

to the Tabufile line of products. Behind his desk, tacked to the wall is a diagram of the latest results of the question Carpenter is fond of asking himself and his employees. "We're sitting around and someone says, 'No one's done anything with a file cabinet for 15 years.' And I say 'You're right...wonder why?'" In answering that question, Carpenter came up with "a \$10 million blockbuster called Unifile." The set of interlocking plastic cases for storing files is lighter and more manoeuvrable than heavy metal filing cabinets. They can be stacked seven units high and grow with a business instead of incurring the heavy capital cost of traditional file cabinets.

For Carpenter, Unifile is another link in the Tabufile chain. "What we're trying to do is complete a circle. We set up Tabufile as a marketing company. We set up Medi-Records as a marketing company in the United States...the bindery is a medium for storage of paper. Then we went with the folder factory and Unifile. So now we have plastics, paper, equipment...we've got the circle complete."

— Harry G. Forestell

Ten years ago, a group of researchers at Memorial University's Centre for Cold Ocean Resources Engineering (C-Core) was working on projects to help unravel the secrets of Canada's northern marine environment — tracking ice movements, measuring ice densities and estimating the impact of wave lengths. In the process of their research, they needed to develop precision instruments for measurement and detection. When the private sector, particularly the oil industry, expressed an interest in this expertise, the researchers felt they had to branch away from C-Core.

"Instrumar was created to provide a mechanism to make the instruments and research available to outside industry," says company president Alastair Allan. Eight members of the C-Core staff became founding shareholders of the fledgling company in 1980, working in the C-Core facilities for one year before moving on to bigger facilities. Today, the 25 employees still own 95 per cent of the company with the remaining five per cent held by Atlantis Corporation. Instrumar's products are still developed and manufactured in the province as well.

Scientific and engineering training did not give the founders the background they needed to run a business. Recognizing this, they put together a board of directors who provided technical, financial and market advice. Allan says people like Harold Wareham of Atlantis Corp. provided the "business savvy" he and his colleagues lacked.

"We are a new product development company," says Allan. And as such he says they look for a joint venture partner to do the marketing, leaving them to the research and development component. "We normally team up with a strategic partner because being in Newfoundland we don't have a strong presence at the particular marketplace."

It was an innovative product, called Colormet, that put Instrumar on the map in 1985. In looking for ways to diversify, Instrumar identified the Atlantic fishery as an industry ideally suited to its specialized capabilities. After the introduction of a quality improvement program by the federal department of fisheries and oceans (DFO), design engineers John Hall, Stuart Inkpen, Dave White and Dave Prince began work on objective quality measurement techniques.

The product they came up with, Colormet, looks like a hair dryer and comes in battery-operated and electric models. Described as the world's first handheld spectrophotometer, it works by analyzing the characteristics of reflected light to determine a product's visual quality. It has earned two Canadian Business Excellence Awards — a 1987 Certificate of Merit in the invention class and a 1988 silver medal for industrial design.

While most spectrophotometers are so large that the item being tested must be brought to the instrument, Colormet is portable and easy to use — the technology has been miniaturized. The testing can take place on the production floor, simply by pulling a trigger so that a burst of high intensity light hits the item and sends back a digital readout.



INSTRUMAR LTD.

A company founded to bring research to the business world has earned an international reputation with its product, Colormet

The portable spectrophotometer provided a method of detecting the presence of blood in fish and the degree of fish whiteness, both of which determine the quality of fish, how it is graded and the price it will bring. "It's in the blood area where one needs instrumentation in most cases," says David Smith of the DFO, and Colormet provides an objective measurement especially in borderline cases. Although DFO put research money into the technology in the early stages, the department decided not to proceed with the mandatory grading program. However, DFO inspectors use Colormet on a voluntary basis or in cases of arbitration when objectivity is crucial.

The DFO decision meant that Instrumar had a proven product but no day-to-day use for it. Undaunted, the company began looking for new markets for its patented product and soon found uses in other aspects of the food industry. Today, research labs in Newfoundland and the United States are using Colormet

to determine quality in tomatoes, meat, tuna and peaches. "Appearance is very difficult to be objective about," says Allan, "especially when a producer has got to be paid for producing a commodity of a certain grade. That has to be objectively measured. The machine is able to do that."

Instrumar also realized that its instrument could be used to measure colour in such things as paints, dyes, textiles or packaging. This gave it even more worldwide applications.

Colormet hit the market last January and is already being used in laboratories in Japan, the United States and South America. Three hundred Colormet machines are being produced a year and sell for \$5,000 each.

Ken Butt, Instrumar's vice-president and general manager, says the company does not always know how its instruments will be applied until operators come back to them for support. "Typically, when introducing a new grader type application,

we have been told and found out on our own, it's easily three to four years to evolve in the market." Although he is confident about their product, acceptance is the key.

Allan uses the analogy of fish being measured in quintals in the early days of the Newfoundland fishery. When a weighing machine was introduced, there was a lot of scepticism about its use. Butt adds, "We are not selling into a 'me too' market. We are opening new frontiers in market development and it's going to take time."

Minolta in Japan, which is producing a small colour measuring device, is Instrumar's only competitor but that hasn't affected Colormet's marketing. "We think

that we are doing pretty well," says Allan. "We are quite pleased."

Because the work on Colormet as a product is completed, Instrumar is now moving on to other projects. These include a multi-phase flow sensor that will measure what is produced at the wellhead on an oil rig while taking up only 10 per cent of the space of the present measurement system. Allan says his company will always be fine-tuning Colormet while exploring other developments in the field of colour analysis. "Working in this area will also open up new markets for our own development team," says Butt.

To ensure continued success, Butt says Instrumar is taking a bold approach

and is now exploring computer-aided engineering and design. "We are actually simulating our electronic products and this is going to be the key to staying alive in the '90s," he says. "We are leading the pack in the Atlantic region in this area."

— Lana Hickey

Last October, Carol Livingstone addressed a group of volunteers at a conference on Community Economic Development held by the Prince Edward Island department of industry. She delivered her message clearly and earnestly: people can make a difference in a community, if they are prepared to co-operate, work hard and take risks.

Livingstone, who is an instructor in a job re-entry program at Holland College, has become a popular speaker on the subject of Community Economic Development (CED). That's because, over the past six years, she has spearheaded one of the most successful CED models in the region.

Two events that occurred during the summer of 1982 became a turning point in Livingstone's life and, as it turned out, in the life of the tiny Island community of West Point (population 130). The first was a Life Skills Coach Training program she attended at the Memramcook Institute in New Brunswick, where she learned that "each of us is responsible for our own development in five basic areas: self, family, job, leisure and community."

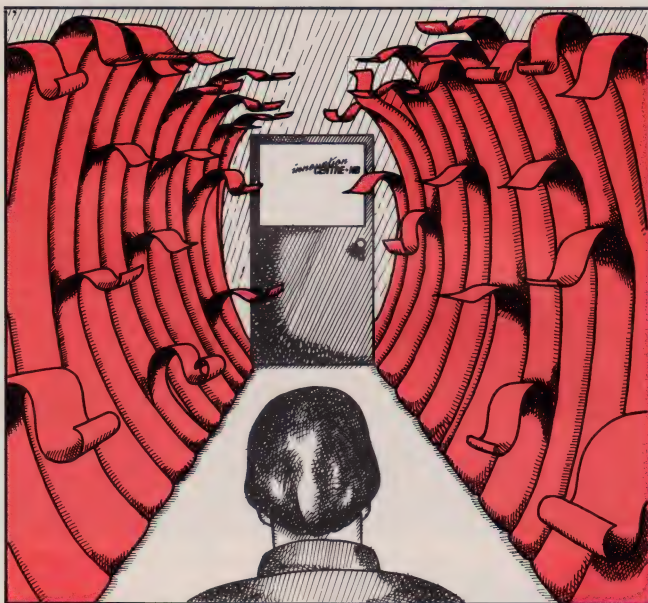
The second was a conversation she had with George Henderson, who at that time was campaigning as the Liberal candidate in the federal riding of Egmont. When she complained to him that while several surrounding communities had received various government grants and subsidies West Point got nothing, he asked her, "What exactly did you ask for, Carol?" It was a question that remained indelibly etched in her memory.

The realization of her potential new role in the community occurred when, she says, "I got together with some neighbours to hold a flea market. While we were preparing for it at the old school, we realized that the building needed fixing up. One of the women had heard about Canada Community Development Projects, so we decided to investigate." Shortly thereafter, the West Point Development Group was formed with Livingstone as founding president.

The fledgling organization's first task, Livingstone says, was to take stock of "who we were and what we wanted for our community." To this end, they set about methodically to draw up a list of assets and liabilities.

With Henderson's question — what did you ask for? — echoing in their minds, the group applied for and received a Canada Community Development Project (CCDP) grant which could be used

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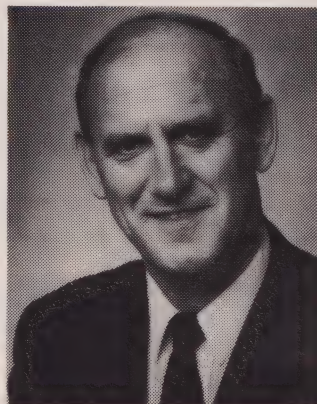
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**MESSAGE FROM
THE HONOURABLE HAL BARRETT
MINISTER OF DEVELOPMENT AND TOURISM
GOVERNMENT OF
NEWFOUNDLAND AND LABRADOR**

Innovation is the key to the future economic, cultural and social development of Newfoundland and Labrador and the entire Atlantic region of Canada.

Over the centuries, we have been blessed with generations of innovative people who have contributed their ideas, leadership and dedication to carving out a quality of life that is unmatched. In the years to come, we will be faced with even greater challenges which will require all the expertise, ingenuity and energy we can muster.

The Innovator of the Year Awards recognize those individuals who are meeting the challenges of developing a dynamic society in Atlantic Canada now and in the future. Congratulations to all, and keep up the good work.

**Hal Barrett
Minister**



DEPARTMENT OF DEVELOPMENT AND TOURISM
Government of Newfoundland and Labrador



CAROL LIVINGSTONE

*Delivering the message that people can make a difference
changed the direction of a community*

for renovating and building an addition to the old schoolhouse. Apart from furnishing West Point with a community centre, it also provided 32 weeks of employment for each of four people.

In 1983, the West Point Development Corporation was incorporated as a non-profit organization, with the threefold purpose of 1) creating employment 2) improving the indigenous craft industry that was nearing extinction and 3) encouraging tourism in the area.

The corporation's first project was the Lighthouse Craft Guild, which was formed that year and operated out of the community centre. This action fulfilled its second objective while simultaneously helping with the first — creating a venue of employment for the women of the area. The idea of developing the West Point lighthouse as a tourist attraction was adopted and the building was leased from the Canadian Coast Guard.

A second CCDP grant was obtained and the lightkeeper's dwelling (which had been torn off the side of the lighthouse in 1964) was rebuilt, according to its original design. Housed in this addition was a chowder kitchen and three guest rooms, while a museum with a permanent exhibit on Prince Edward Island lighthouses was housed in the tower itself. The facility opened its doors to the public on July 1, 1984. It was the start of tourism development in the area and, of course, generated more employment.

It was such a popular attraction — in an area almost devoid of amenities for tourists — that it has grown in leaps and bounds, each year since. By the summer of 1988, the facility had grown to encompass a fully licensed dining room with a capacity of 70 seats, an outdoor serving area of 50 seats, as well as ten guest rooms (one of which is a honeymoon suite called the Tower Room, on the second floor of the tower). Even more expansion is slated for this year. The corporation's

gross revenue in 1988 was \$233,453.

Remarkable as this spiralling ascent of the West Point Lighthouse has been, it is merely the tip of the proverbial iceberg. The complete success story can only be appreciated when one realizes the spin-offs that have accrued to the community. As the development corporation tackled one project after another, other groups and individuals in the area followed suit. The development corporation itself was instrumental in having the department of tourism and parks revitalize a provincial park and campground that had been slated for demolition. As well, they instituted a three-day summer festival and a two-day winter festival.

The Craft Guild built its own building; the Harbour Improvement Committee built new bait houses and the federal government made major improvements to the harbour; the local Red Cross organization refurbished a dilapidated building it owned; the fire department built a new building, added a new truck and attracted several new volunteers. The list goes on. New community groups were formed for the pursuit of social, recreational and educational activities. In fact, the community of West Point was virtually reborn.

As the community's accomplishments soared, so did their financial support. Indeed, they have pursued every imaginable source of assistance available. "We've had excellent co-operation from both Liberals and Conservatives on both federal and provincial levels," Livingstone says. "I think it's because they all realize that we, as a community, are fully utilizing everything we are given."

Mary Lou Rogers, program co-ordinator at Holland College West Prince Centre, works with Livingstone on a day-to-day basis. "We call the lighthouse development 'Carol's baby,'" she says. "It couldn't have happened without a lot of people but, without Carol's initiative, it wouldn't have happened at all. She seems to have endless energy. You know that she would never take on a task that she wasn't well prepared for. Everyone feels that way about her."

Clearly, Carol Livingstone is a woman who relishes challenges. Since her awakening to community development in 1982, her involvements in the community have grown considerably. But being only 45, she has many more years ahead of her and as many causes to fill them with. Livingstone, however, is quick to acknowledge the underlying importance of the community at large, without whose help her efforts would have been fruitless. She, in fact, really believes the slogans she uses at conferences: "Together, we can make it work."

— Kumari Campbell

Bill Pardy, as economic development officer for the town of Pasadena in western Newfoundland, has the specific responsibility of promoting and administering the province's first industrial incubator mall. But even before it was part of his job, Pardy believed in small business as a means to higher employment and, lately, he's been making a lot of other people believers too.

The idea of an incubator mall wasn't a new one when Pardy first heard of it in 1979. But as soon as he decided to pursue it, he knew he had two major challenges: to convince the provincial government that the mall should be located in Pasadena instead of St. John's, and to convince the people of Pasadena that it could be an effective way to improve the economic situation in the area.

He succeeded in convincing the government and in 1984, ground was broken for what became Pasadena's \$2.9 million Venture Centre. Its mandate was to nurture new business to maturity with sound advice and to foster, encourage and assist entrepreneurs who wish to establish and develop a business in western Newfoundland.

Venture Centre is the first of its kind in Newfoundland. The mall makes it possible to eliminate most of the costs associated

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BILL PARDY

An economic development officer has shown the people of his tiny community that they can take business risks and succeed

with establishing a place to work and set up business. Space is provided over a period of years at a very low rental rate, with a number of shared services such as secretaries, telephone answering, photocopying, fax and computer services.

As a business grows and becomes financially stable, it moves on making room for another entrepreneur. Among those who have got their start at the Venture Centre are Newfoundland Poly Bag Ltd., salt meat and fish processing companies and a manufacturer of artificial stone. Because of the success of the project, Pardy looked for and received money from the Atlantic Canada Opportunities Agency to expand the facility.

But even when the project was off the ground, many in the community scoffed and looked upon the 40,000 square foot establishment as a "white elephant." That wouldn't do, according to Pardy. "To be successful, a project has to be community-

driven," he says. "You have to get people involved and become part of the process to build support for the idea." You have to awaken entrepreneurial spirit, he might have said.

Awakening entrepreneurial spirit is exactly what Pardy had in mind when, in 1987, he conceived and launched a video series by that name. His aim was to change people's attitudes about small business and what it could do for the whole area. He's not only doing that; his project is also being carefully studied by other small communities around the world.

Awakening Entrepreneurial Spirit: The Key to Job Creation (AES) is a series of seven video tapes that focuses on the area and its growth potential. The series progresses through the common traits of entrepreneurs, the steps involved in setting up a small business and how to make a business work. One video deals with young people in business and how they've

created their own jobs while another focuses on women. A key element in all segments is the use of a cross section of individuals and businesses within the region, including farmers, fish plant owners, retail store owners, local entertainers and tourist operators.

It was the initial success of the incubator mall project in Pasadena that convinced Pardy that other people should know about it.

"There are lots of pamphlets and programs to tell you how to start a business but nothing to tell what businesses do and how important a role they play in the dynamics of a community," says Pardy. "Television was the best medium to get the message out and the satellite guaranteed we'd reach every community."

The video series was first broadcast via Anik D-1 satellite to 22 communities in the region last January. Over the 11 hours that it was on the air, people were able to call in with questions.

Since then the project has grown beyond everyone's expectations. More than 100 copies of the AES program have been sold to universities, development agencies and private businesses. Pardy and his staff have accepted numerous invitations to speak at conferences and in November the project received \$244,000, which will be used to link Pasadena and a region in Scotland via satellite. Work begins early this year and will culminate with the live broadcast from Newfoundland to Scotland.

The AES project is only one aspect of Pardy's job as economic development officer in Pasadena, a town of 3,700 residents about 30 kilometres east of Corner Brook. The former town councillor and mayor had a hard time obtaining government support for AES but, as with other projects he's pioneered in the name of economic development, he eventually succeeded.

Nelson Bennet, who is chairman of Pasadena's economic development committee, says Pardy has a "knack" for getting money to finance his ideas for community development projects. "He knows how to get at government programs and then how to use those programs for positive results," says Bennet, who at one time was Pardy's high school physics teacher.

That is perhaps what Pardy does best. He has been able to convince the necessary people that his ideas will work. While not always an easy task, persistence pays off, says Pardy who, at age 40, recently graduated from the University of Waterloo in Ontario with a diploma in economic development. True to form, he was a guest lecturer for workshops during the two-year program and did his major paper on innovative economics, which will be published in an upcoming university bulletin. It's that kind of involvement that gives him the drive to work 16-hour days, seven days a week and not to notice that he's only had one week's vacation

since he became economic development officer three years ago.

Pasadena Mayor Frank Bonnell says the word "persistent" sums up Pardy well. "Bill doesn't take no for an answer. Sometimes I don't know if that's good or bad. As mayor, I have to deal with him and he doesn't take no from me either."

John Sweetland, manager of the western regional office for the provincial department of development and tourism, says the region has undergone something of an attitude change and that there is a "new wave of optimism that has taken over the western region. Bill is not solely responsible, but he has played an integral role in that attitude change."

— Lynn Barter

The selection of this year's Innovator of the Year was made by a panel of judges selected by *Atlantic Insight*, Atlantic Canada Plus and the Atlantic Provinces Economic Council. The judges were:

Charles Adams, *manager of corporate planning and development, Nfld. Light and Power Ltd., St. John's;*

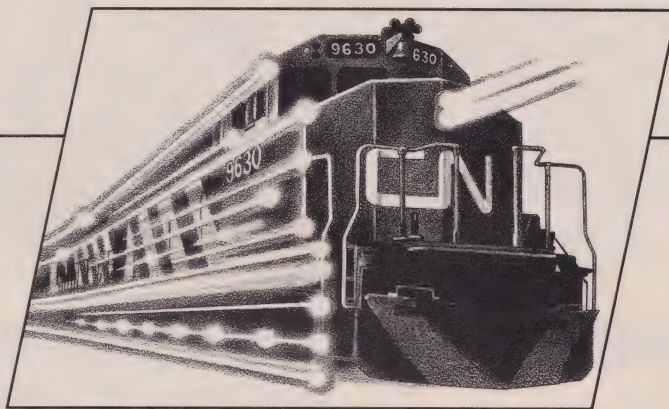
Donald Deacon, *Chair, Atlantic Provinces Economic Council, Charlottetown, P.E.I.;*

Brian Glebe, *marine biologist, St. Andrews, N.B.;*

Sonia Jones, *president, Peninsula Farms, Halifax, N.S.;*

Judith MacPherson, *president of the Canadian Bar Association, Moncton, N.B.*

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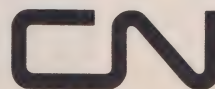


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Responding to the Challenge



The creators of AccessAbles (left to right), Janet Hawkins, Janet de Saint-Sardos and Sheila Banks, with their hands-free magnifier

AccessAbles creates handy devices to make life easier

A knife with a curved rocker and a plate with raised edges are among 40 useful products now available to disabled people

by Maggie Brown

David Whitzman used to carry his heavy grocery bags home with sore hands. "Not only does it hurt your hands when you have arthritis, but it cuts into your fingers," he says. When he suggested to the people at AccessAbles that they should sell something to solve his painful problem, they came up with "E-Z hold," handles that take the pressure off the hand and distribute the weight over wide plastic handles.

E-Z hold handles are one of 40 useful products offered by the Halifax-based company. Before AccessAbles, people with physical disabilities had to invent their own products to meet everyday needs or make do with standard aids offered by medical companies. Without special devices, simple everyday tasks like opening a can of soup or cutting a slice of bread could be monumental.

AccessAbles was created by three friends, Janet Hawkins, Janet de Saint-Sardos and Sheila Banks, to answer what

they felt was a need for functional, sturdy and appealing products for people with physical disabilities. De Saint-Sardos tells a story about a boy who had trouble turning the pages because he had limited

strength in his fingers. His mother solved his problem with a regular rubber stamp from a stationery store, which he used to push the page until it turned.

It's this kind of creative thought that the three women put into their company. As occupational therapists, Banks and de Saint-Sardos have had daily contact with people who are physically challenged and have seen the frustration they've experienced from trying to perform everyday tasks like opening jars and cutting food, functions that most of us take for granted. Hawkins worked for eight years with mentally and physically disabled children.



Among popular AccessAbles products are a card holder, a reacher and a rocker knife

"We feel like we're really an information and support service," Banks says. "We get ideas from people and provide a way for them to get these products." As well as selling products to disabled people, the company's aim is to help educate people about their disability and to help them look after themselves.

Calling on Hawkins' additional public relations expertise, the women have carefully chosen their line of products, seven of which they designed themselves. Most of their designs are lightweight, cheery and made specifically for people with limited strength or arthritis, who have had a stroke, who use wheelchairs or have poor eyesight.

"We find that some people who are elderly resist the idea of extra assistance, thinking they'll lose their independence if they use our products," says Banks. "But we like to have a sense of humour about it and we all have to laugh at ourselves sometimes."

The products are divided into four groups: mealtime, kitchen/household, personal care and leisure. Royal Doulton dinner plates have raised edges to keep food from being pushed off. A rocker knife with a curved blade helps people with the use of one hand stabilize and cut food efficiently. A rubber gripper (handyaid gripper) helps turn taps on and off and a suction nail brush has rubber suction cups to hold the brush while cleaning vegetables or fingernails with

one hand.

Among the products that are made in Nova Scotia is an "Easy On" apron that comes with a plastic clip so that it can be easily slipped around the waist. It was designed with the help of a local woman who now makes all of the company's aprons. Atlantic Bag Manufacturers of Lunenburg make colourful, washable walker bags and wheelchair pockets that can also be used on easy chairs. From his home, a blind Halifax woodworker produces pine holders for playing cards that can display cards with larger numbers, eliminating a potentially painful hand position.

Some of the products come from countries like Britain and Sweden where governments have traditionally spent more money on health services. The partners test all the products themselves before offering them as AccessAbles.

"We saw what we thought was a revolutionary 'reacher' from England and bought one," says Hawkins. "But it turned out to be so heavy at the end, no one could ever use it." Instead they ordered a lightweight aluminum hand reacher with jaws that operate by the squeezing motion of a trigger grip. A magnet on the tip is ideal for retrieving pins or coins.

The three friends started making plans for AccessAbles in 1986 and began operating in September, 1987. They received outside help from a group of

public relations management students at Mount Saint Vincent University who developed a public relations strategy for the company. The group also created ads, brochures and a company identity with the name "AccessAbles" and the slogan "useful devices for easier living." An MBA student from Saint Mary's University was hired to help with financial details. A grant from the provincial Women's Entrepreneurial Development Program also helped them get established.

The company operates out of the women's homes, which they say works well because they like to spend as much time as possible with their families.

The products are distributed at four locations — McQuinn's Drug Store and Harding Medical Supplies in Halifax, MacQuarrie's Drug Mart in Truro and Woodlawn Surgical Appliances in Dartmouth. All offer wheelchair accessibility and free parking. Although AccessAbles plans to make its line available in neighbourhood stores throughout the Atlantic Provinces in the future, products can be ordered through the mail from a catalogue (1540 Edward Street, Halifax, N.S., B3H 3H7, 902-423-3223).

They've also been marketing their products by doing presentations to more than 100 groups including health professionals, seniors, churches and the cerebral palsy and multiple sclerosis associations.

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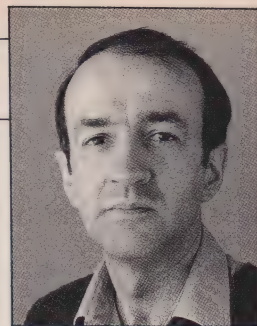
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NEW BRUNSWICK



The causes of Halifax crime

It was the night of a Hallowe'en weekend bash in downtown Halifax. Several women were sexually assaulted, several men simply assaulted and 128 people were arrested, mostly on booze charges. The real action, however, was over on the other side of the Citadel. There a man in a reveller's mask pumped a half dozen bullets into Donnie Downey, a former boxer who was awaiting trial on drug charges. Standing at the bloodstained spot, only 150 feet away from a similar murder in April, a cousin of the slain man exclaimed to a reporter, "I'd like to know what's going on around here. Halifax is like f---ing New York."

I was gingerly hinting at this myself in this space last month in my far less colourful way, having noted that crime has been rising steadily in Canada over the past few years and especially sharply in Halifax which, per capita, is now one of the country's most crime-ridden cities.

What was the reaction to the night's events? Horror? Consternation at least? Hardly. Mayor Ron Wallace said he was sorry about the rapes but it was a good bash. The police concurred. So did the newspapers. As many as 40,000 to 60,000 had a great time — enough to keep Halifax's image as a tourist town shining and the myth of Maritime innocence intact, for now.

I don't want to be a grinch but I find death and rape behind a good-time mask, and the muted reaction to it, a sinister metaphor for the whole. To the proposition that society is coming unstitched, the answer is: "let the party go on."

A decade ago, when Halifax was in the grips of a sharp increase in crime — although almost innocent by today's standards — the questions "why?" and "what can be done about it?" cropped up, indicating at least some confidence that whatever was wrong could be made right. Now an illusion has taken hold, the illusion that everything's all right — a sleight-of-hand brought to its finest point in modern times by Ronald Reagan — and that even to raise the question is to be "negative."

Not that answers are easily forthcoming. The causes of crime are as complex as the human mind itself. The effects of the drug trade are obvious but just beg the question as to why people succumb to drugs in such numbers. Television violence is another factor. Social thinkers also point to the sheer profitability of crime, the impersonal forces of modern

life, the collapse of church and home values. Some argue that capitalism causes crime. Behaviourists say that neurological and chemical factors do.

Whenever the subject is broached with regard to Atlantic Canada one of two contradictory proposals may be heard:

- 1) Poverty causes crime.
- 2) Affluence causes crime.

The first conclusion derives from our traditional hard times. Social workers in particular tend to hold to this view. They see young people without gainful employment getting into trouble, down-and-out ex-cons returning to crime after failing to find a job and others in similar circumstances.

This argument is contradicted by the figures. If it were the case, Newfoundland, the poorest province in Canada, would have the highest crime rate instead

*Death and rape
behind a
good-time mask
is a sinister
metaphor*

of the lowest. Also, the crime rate rose sharply during an economic boom in Canada until 1981, levelled off during the sharp recession of 1981-'85 and has risen since.

This doesn't mean that the argument is without merit. If you push it one step further, you find that the highest crime rates in Canada are in the Northwest Territories, primarily among the native peoples. To compare a poor but largely crime-free Newfoundland outport, say, with a northern reserve is to conclude that poverty in itself doesn't lead to increased crime but destitution does — in this case destitution caused by cultural dispossession and alienation as well as poverty.

But on the whole the figures indicate roughly the opposite: that affluence

causes crime. In criminology it's called the opportunity theory. More goods to steal and more opportunity to steal them almost automatically mean more crime. Goods are laid out for "consumer convenience" (that is, easy to steal); homes are left untended while the owners go on extended vacations; convenience stores, especially the all-night variety are virtually arranged for a fast hit, and so forth. Police forces in the Maritimes tend to support this view. A police officer in Sydney once told me he specifically geared for trouble when a new industry came to town.

But more economic activity also alienates the poor. One might join the two theories here: the poor are more likely to turn to crime when tantalized by an affluence in which they can't participate.

John MacCormack, head of the Institute of Human Values in Halifax, says the dominant ideologies of the 20th century that have mocked and denied spiritual values have created an ethical vacuum and "left no place for the person." They have also cut much of humanity off from what he calls "the source of moral judgement" — Jesus Christ, the Prophets, Confucius and the Eastern wisdom, Socrates and the Greeks and others.

This valuelessness, says MacCormack, is at the root not only of crime, irrationalism and many social ills, but it also breeds "a cure that is worse than the disease" — fundamentalism. "People will always struggle to make things whole," says MacCormack, and if the bedrock values are not there they'll latch on to anything that looks solid, whether it's fascism, a literal interpretation of the Bible or whatever. And, of course, they'll call for more jails as a solution to crime.

From this vantage point, the large scale solution to rising crime is rather daunting — it depends on halting the decline of the West. What this means at the individual or community level is that the bonds between human beings must be strengthened. These bonds were very strong once in Atlantic Canada. That is why we had the lowest crime rates. But they're weakening. Crime and associated ills arise from the use of others — and sometimes oneself — as objects, rather than as human beings of worth and dignity. The criminal too, in fact, has worth and dignity. Whatever approaches we're tempted to use to deal with crime, that must be kept in mind. ☐

INNOVATORS IN THE SCHOOLS



This year the January issue of *Atlantic Insight* featuring the Innovator of the Year winners is being distributed to selected junior/senior high schools in Atlantic Canada. Through these awards, students will learn about the wide variety of ways in which the innovative spirit contributes to the quality of our way of life in this region.

Our thanks to the following corporate sponsors who support the spirit of Innovation in Atlantic Canada and who have made this school distribution possible.



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Atlantic Insight is looking for your favourite recipes for our third annual recipe contest.

Tomato chutney, strawberry muffins, seafood chowder, shrimp and scallop muenster, fiddlehead pie, coriander fruit crumble and a rhubarb ring with maple sauce were among the many wonderful recipes we received last year.

Atlantic Insight's recipe contest is a chance for you to pass on a part of your heritage...recipes using food from the region that are such a hit at Atlantic dinner tables.

By sending us your recipes, and a little of the history behind them, you will qualify to win a

cook's dream weekend and other valuable prizes including having your recipes published in our third cookbook.

Twelve lucky finalists will be flown to Charlottetown, Prince Edward Island to prepare their recipes at the Culinary Institute of Canada, Holland College. The finalists will also be given the chance to meet cooks from other parts of Atlantic Canada, compare notes and observe each other at work. The whole weekend will be capped off with a dinner at the Culinary Institute's Lucy Maud Dining Room and the announcement of the contest's winner.

The July 1989 issue of *Atlantic Insight* will feature the winning recipes as well as the stories that surround them.



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RULES AND REGULATIONS

1. Recipe must feature and identify at least one ingredient grown or produced in Atlantic Canada.
2. Each entry must be accompanied by a brief description of the heritage, ethnic origin or history of the recipe.
3. Recipe must be original or one you have adapted.

4. Entry must state appropriate food category (see categories listed).

5. Please supply imperial measurements.

6. All entries become the property of Insight Publishing Limited and will not be returned. We may modify entries as appropriate for publication.

7. Recipe must not contain brand names.

8. Entries should be postmarked no later than February 1, 1989.

9. Enter as many recipes as you wish. Each recipe must be accompanied by a separate entry form or facsimile for eligibility.

10. Decision of the judges is final.

11. Contest is open to any Canadian resident, except employees of Insight Publishing Limited, or sponsors of the contest and their employees.

12. Each entry must be signed by entrant to confirm acceptance that he/she grants Insight Publishing Limited the right to publish recipe without compensation.

13. Recipes must be submitted along with entry form, legibly written, printed or preferably typed (double spaced) on white 8 1/2 x 11" paper.



Prepare your winning recipes at the Culinary Institute of Canada, Holland College

14. Contestants must be willing to participate in promotional events relating to the contest.

15. Contestants submitting recipes in the jams, jellies, preserves and pickles category must have samples available if requested.

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(Signature grants Insight Publishing the right to publish your entry)

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☐ Eggs, Meat, Fish and Poultry

☐ Soups, Chowders and Casseroles

☐ Appetizers, Salads and Vegetables

☐ Breads and Muffins

☐ Jams, Jellies, Preserves and Pickles

☐ Desserts and Sweets

RECREATION



PHOTOS BY ROB WILLIAMS

A sport for enthusiasts only

Crisp air and virgin snow, the faint cry of a coyote, pitching tents as supper boils over a fire — this is winter camping

The sun casts long shadows as the campers remove their skis and backpacks. No longer warmed by the sun and the exertion of skiing, they

by David Holt

begin to feel the evening chill as they raise tents, set up portable cooking stoves and gather firewood. Morale is high when they dig into a steaming pot of stew but the wind has a biting edge and the

faraway cry of a coyote takes on a desolate, ominous ring.

The sport of winter camping isn't for the faint-hearted. Sometimes even experienced winter campers get cold feet at the thought of frozen fingers, stoves that won't light and the effort of setting up camp late in the day after a long trek. The most important ingredient for success seems to be the camper's frame of mind.

"On Friday morning my buddy calls me up to suggest we go winter camping," says Piet Mars of Halifax. "I'm already beat from the week but I decide to go anyway. We set up the tent in the snow after skiing into the woods. The next morning we wake up amid the virgin snow with the sun breaking through the clouds — an incredible feeling. At the end of the weekend, we've had a fantastic experience. But you have to take a positive attitude when you go."

Like many experienced winter campers, Mars came to the sport gradually. He started cross-country skiing five years ago, which dovetailed into an interest in back country winter camping. Today he is a volunteer trip leader for the Nova Scotia branch of the Canadian Hostelling Association which runs trips throughout the province for campers with varying degrees of experience.

"More and more people are taking an interest in winter camping," says Ian Fowler, co-ordinator of outdoor recreation for the city of Moncton. "It's a result of more exposure to cross-country skiing and snowshoeing and the experiences of young people in groups like the 'Y' and Boy Scouts."

Fowler was introduced to winter



The secret to outdoor meals is simplicity

camping in 1980 when he attended a winter woodsmanship school run by the Canadian Camping Association in Ontario. When he returned to New Brunswick, Fowler transferred the course to the New Brunswick Camping Association's Outdoor Skills Institute. "In five years we've trained about 300 people, guides, 'Y' leaders, teachers. Now these people conduct the courses. There's been a ripple effect."

One of the main benefits of winter camping is that it allows people to enlarge the scope of their favourite outdoor pastimes. Skiing and snowshoeing, for

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RECREATION

example, are on the increase in Newfoundland's Terra Nova National Park, according to Gaileen Marsh, manager of activities and events at the park. About 6,000 people skied over the 50 kilometres of groomed trails in the park last year and another 1,000 fished through the ice, for cod off wharves and for trout and Arctic char in inland waters.

Wilderness skiing is one activity tailor-made for winter campers, says Dave Algar, a back country specialist at Cape Breton Highlands National Park in Cape Breton. To Algar, the wilderness skiing available in the park and on nearby Cape North is one of the region's best kept secrets. "The area is virtually unknown, yet it's incredible for telemarking and wilderness touring on virgin snow with a wide variety of groomed trails as well."

To promote wilderness skiing and camping, Algar has formed his own company, Highland Ski Touring, which guides skiers through an overnight wilderness adventure. "We provide the camping gear and show skiers how to make a snow cave and how to cook a snow cave breakfast."

Observing wildlife is one hobby which doesn't have to end when winter comes. Winter camping gives nature enthusiasts a chance to venture farther afield. Cape Breton Highlands National Park, for instance, allows skiers to cross a variety of habitats, including sheltered valleys, dense spruce and fir forests and desolate Arctic-like barrens. During a weekend trip, campers may see moose, deer, bobcats, foxes, snowshoe hares and grouse.

Experienced winter campers argue that a variety of myths have kept people from trying the sport. One of the most popular is that sleeping outside in the winter can only be tolerated by the most hardy. Mars says that people are often very apprehensive on their first outing. "Some think that if they go to sleep in cold weather they won't wake up. But by the end of the weekend, even the most timid are usually very positive."

Another myth, held even by seasoned warm weather campers, is that expensive, specialized equipment is needed. "But it's easy to modify summer equipment for weekend camping in the winter," says Fowler. He recommends insulating a summer sleeping bag with a flannelette sheet or another sleeping bag and wearing layers of lighter clothing underneath a windbreaker instead of a bulky snowmobile suit. This way clothing can be removed in the heat of the day or during exercise and quickly replaced. Hats and spare socks and footwear are also necessities, not options.


"A true winter tent has a frost liner inside, but that's not necessary for most weekend trips," says Fowler. "A free-

standing (pegless) tent will do but even better is building a snow cave or *quinzhee*, made by piling up snow, waiting for it to recrystallize and harden, then hollowing it out."

The secret to winter cooking is simplicity. Fowler suggests one-pot meals such as stews that can be cooked — or preferably reheated — on a single burner. Place a foam pad or other insulating substance under the stove to keep it from disappearing into the snow.

Mars recommends that novices take a course and also start winter camping gradually, perhaps making the first trip

close to the car or even in the backyard. "If conditions get too bad for your equipment and level of experience, you can always get warm in a hurry."

Barry Spencer, chief of visitor services at Kouchibouguac National Park in New Brunswick, suggests that winter camping needn't be only for hardy souls in tents and snow caves. "Campers could stay in their recreational vehicles if facilities were provided. This way they could stay out for a weekend and not just an afternoon. With our aging population, this may be a winter travel market we have yet to take advantage of." 

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FLASHBACK



CANAPRESS

'...where my heart has always been'

In 1989, it will be 25 years since New Brunswick's greatest benefactor died. In this excerpt from Wayne Curtis' Currents in the Stream (published by Gooselane Editions, Fredericton, N.B.), favourite Lord Beaverbrook anecdotes are remembered.

When Max Aitken arrived in Newcastle, N.B. in the spring of 1880 he was just 10 months old. He had been born in Maple, Ont. on May 25, 1879; he was the son of Rev. William Aitken, and the sixth in a family of 10 children. The Aitkens were of Scottish ancestry and Max's father, a Presbyterian minister, had come to the Miramichi to preach at St. James Church.

The Aitkens moved into the manse at 225 Mary Street, a Victorian-style house just three years old. It had been built as

a private home for a shipbuilder and merchant, William Watt, but was purchased by the congregation in 1879. Rev. Aitken was the first clergyman to occupy the house and it was here that Max lived until he was 18 years old.

Young Max commenced his education at Harkins Academy on Prince William Street. He was mischievous, one of the "bad boys" of the class. His teacher had put him in a front seat "to keep an eye

on him." Max was only a fair student with his strength in mathematics. He did like to read, however, and his favourite authors were Scott, Stevenson and perhaps Thackeray. Of Dickens, years later he wrote, "I could not abide that public favourite in youth, nor in old age."

Max was not unlike a Dickensian character himself, with his lively imagination and extreme restlessness. The principal at Harkins Academy (1884-1892), Dr. Philip Cox, wrote, "He impressed me as being an absent-minded boy, as if he were always thinking of something beyond the subjects of the classroom or perhaps of the next prank he could carry out with success." Max surprised the teachers, however, by submitting a brilliant essay on Warren Hastings before he left school in the 10th grade. Many years later he wrote, "It was a good form of education, surpassing that given at public schools in England. If I had the education of my sons to supervise over again I would not send them to English public schools. I believe they would get a better preparation for life at Harkins Academy in Newcastle."

...Max Aitken had been described as "the boy with the big head." Certainly he had a broad innocent smile and in his young days a freckled nose which gave him a happy-go-lucky appearance. In summertime he would roam the strawberry marshes barefooted. For months he wouldn't know the feel of shoes on his feet. One autumn, when he put on his boots for the first time, a passing mowing machine that was being pulled behind a cart caught his attention. He grabbed hold of the pole, meaning to run along with it.

"My boots, to which I was not yet accustomed, brought me down in the road and the wheel of the mowing machine passed over my head." Max was carried away. He remembered nothing of what happened after that. When he woke up in a few days, he was conscious that there had been an accident but was not clear about what had happened.

But he did know one thing. "When I took hold of the pole of that mowing machine I was a stupid boy who showed no remarkable qualities whatever. But when I returned to consciousness after the accident, I was a clever boy." He always felt that the crack which the wheel gave to his skull gave the brain room to expand, which it needed. "Doctors can make what they like of the accident. I have made a lot of it."

At the age of thirteen, Aitken produced a newspaper. It was called the *Leader* and cost a cent. He set his own type and drove the press by hand. Then he sold the

paper in the streets, his spaniel, Tasso, following at his side. The newspaper ended because of a delay in publication. It should have been published on Sunday morning, but Max was still labouring to produce it in the early hours of Sunday morning. The whole enterprise was broken up by his father who appeared at the office at two a.m., shocked by the desecration of the Sabbath...

When Tasso died, he buried the dog "in the manse garden beneath a hedge of spruce trees." Forty years or so later, Aitken still remembered Tasso and when he bought a little white mongrel at his gate for five shillings, he gave him the same name. The little dog quickly won his affection, and everywhere he travelled, the second Tasso kept him company.

One day, waiting for the London train to Southampton, he was approached by a stranger whose obvious accent proclaimed him an American.

"Will you sell me your dog?" he asked Beaverbrook.

"Yes, indeed."

"I'll take him," said the American. "What price?"

"One million dollars," answered Beaverbrook.

When Max Aitken was sixteen years old, he went to Dalhousie University in Halifax to write his entrance papers. He had borrowed the money for this from Edward Sinclair, a friend in Newcastle. At Dalhousie the entrance papers were going well until the third day when he was given the Greek and Latin. Aitken "took hostilely to the dead languages" and the papers were returned to the examiner with the declaration that "a university career involved unnecessary and useless labour in futile education pursuits." His college career ended...

On 25th May, 1900, Aitken turned 21: he celebrated by spending three days fishing with friends in Nova Scotia... On this trip, while listening to an acquaintance brag about his business triumphs, he decided, "Now I'm going to make some money quickly. I'm going to sell what makes money." He took to financing at the right moment.

He sold bonds and it was said that Aitken's word was literally his bond. He was a man of financial integrity. No one ever lost a penny through investing in his companies. He created a series of individual complexes which now stand as monuments of his genius. He sold insurance and he bought and sold trust companies, railways, gas companies and electric-light companies as far off as South America. Max Aitken had become a prominent financier and his advice in this field was highly valued. He assisted in important bank and steel industry mergers as well as in the mergers of 13 cement companies. Max Aitken

turned himself from a poor boy into a millionaire.

In 1906, Aitken married Gladys Drury. She was a tall blonde with large green eyes, the daughter of General Charles Drury, a noted military man of that day. The Aitkens honeymooned in New York. Gladys was slightly above Max socially and was a great asset to him. Their daughter, Janet, was born in Halifax in 1908, and in 1910 their son, Max, was born in Montreal. It was around this time that the Aitken family moved to England.

In England, Aitken found that some of his associates had come from his Canadian home. Andrew Bonar Law, a future prime minister of Great Britain, was the son of a Presbyterian minister who had been at the nearby parish of Richibucto. James Dunn had come from a few miles to the north of Newcastle.

Dunn's mother, formerly of Newcastle, had been widowed at 25 and worked as the local agent of the Western Union Company to support herself and her son. He became Sir James Dunn, whose name played so large a part in Canadian industrial history. He had made a fortune before the First World War and died in 1956 leaving an estate worth many millions.

Years after the death of his wife, Gladys, Beaverbrook married his long-time family friend, the widow of Sir James Dunn. (Lady Dunn now lives in St. Andrews, N.B.) Beaverbrook wrote of the marriage, "I have found a woman who loves me not for my money but for myself alone."

And of course R.B. Bennett, former prime minister of Canada, was also living in England. Here at home Aitken had made a fortune in business; in Britain he would venture into politics and journalism...

Max Aitken became a private secretary to Andrew Bonar Law who became prime minister of Great Britain under his guidance. By late 1910, Aitken had been elected himself to the British House of Commons. In 1911, he was raised to the peerage. When Max Aitken was asked to choose a title, on the advice of Rudyard Kipling he took the name Beaverbrook after the tiny community on the Miramichi. "The Beaver" was the nickname often given to him by the public on both continents.

In 1916, Beaverbrook purchased the *Daily Mail* and commenced to build his career in the newspaper business... He eventually owned a whole network of papers among which were the *Daily Express*, the *Times*, the *Evening Standard*... and the *Scottish Daily Express*...

When World War II broke out, Sir Winston Churchill appointed Lord Beaverbrook Minister of Aircraft Production because of his reputation for "improvisation and drive." In the event of a German

invasion, some claimed, Churchill would have set up a dictatorship of Bevan, Beaverbrook and himself. Beaverbrook himself wanted to be known simply as a journalist and that is what he called himself on his passport.

From 1941 to 1942, Beaverbrook was Minister of Supply and from 1943 to 1945 Lord Privy Seal. He left politics in 1945 and retired to his newspaper empire.

Lord Beaverbrook loved Canada and especially his home, Newcastle. He returned almost every year for a visit, attending convocations at the University of New Brunswick and driving the winding river road along the Miramichi to Newcastle, where he had many historical projects in progress. He had planned to retire here someday, to a sandstone house called the McTavish Farm. When he was in Newcastle, he smiled and greeted everyone he met as though they were his long-time friends. He was always very generous, establishing university scholarships for promising young students. He gave to Newcastle the Sinclair Arena (a beautiful skating rink that has since burned down) and the Beaverbrook Theatre and Town Hall. In 1953, Lord Beaverbrook purchased the Old Manse (his boyhood home) from St. James and St. Johns United Church and donated it to the town of Newcastle to be used as a public library...

In return, in 1959, the County of Northumberland presented Lord Beaverbrook with the Town Square. Beaverbrook then furnished the Square with eighteenth-century lamps, a gazebo, and monuments to Peter Mitchell, Newcastle's Father of Confederation, and to the pioneer lumbermen and shipbuilders of Miramichi.

When Lord Beaverbrook was an old man occupied at a desk, he was approached by Sir Winston Churchill.

"What are you doing?" Churchill asked.

"Writing," Beaverbrook replied.


"What do you write about?"

"Me."

"A good subject," said Churchill. "I have been writing about me for fifty years and with excellent results."

"There's not much time left to us. We've both done our threescore years and ten," said Beaverbrook...

When Lord Beaverbrook died in England in 1964, his ashes were returned to Newcastle and were placed by Lady Beaverbrook in the sandstone base of Oscar Nemon's bust of him which stands in Newcastle's Town Square. The ceremony was attended by dignitaries from around the world.

"I am content," he wrote in 1956, "for I have been blessed far beyond my deserts and my last home will be where my heart has always been." 

Hearty winter meals

Newfoundland's traditional soups, like Thursday Dinner, are so nourishing and substantial they're actually one-pot meals

by Peter Gard

The first time I made a Thursday Dinner, I cut my carrots into rounds. When I served the dinner to some native Newfoundlanders, they told me pointedly that it was not a Thursday Dinner. Years later I realized they were right — a Thursday Dinner with chopped up ingredients is actually beef and vegetable soup.

Newfoundland soup-making is nothing like the soup-making of neighbouring provinces. For one thing, there's the absence of milk since Newfoundland is not what one would call prime dairy country. That means there are few chowders. As well, the province's soup-making belongs to an older tradition than most other forms of Canadian cooking. It's the tradition of substantial, one-pot meals prepared by and for hardworking men and women, halfway through the day. These soups were meant to be complete dinners in themselves, not just opening courses.

As nothing is wasted in the preparation, these hearty soups are economical. At the same time, they must satisfy and be able to warm the bones at the coldest time of year. One of the most important factors is that they should be no trouble to make — nature should appear to have done most of the work already, reflecting the Newfoundlander's pride in avoiding wasted labour. Why chop up a carrot if it can be left whole?

It's not only in Newfoundland that one-pot soups are a mainstay. The Hungarians have their goulash, the Russians borscht and Mediterranean fishermen make bouillabaisse. I sat next to a visiting African student at Thanksgiving and watched her grow restless at the way North American food was prepared. I thought the amount of food on the table was bothering her but it had more to do with the fact that we had not bothered to blend together such beautiful ingredients into a soup.

Newfoundland's famous Thursday Dinner, commonly called Jiggs' Dinner, has many close relatives. In Ireland, it is Irish stew or boiled dinner. In Belgium it is called *hochepot*. In France it's known variously as a *garbure*, *potée* or *pot au feu*, depending on the amount of meat used and the region of France where it is made. It was originally called Thursday Dinner in Newfoundland because

people looked forward to having it regularly on that day of the week. By most accounts the current term, Jiggs' Dinner, began with the comic strip, *Bringing Up Father*. Jiggs, to the dismay of his social climbing wife Maggie, was always sneaking out of the house to dine on corned beef and cabbage.

As well as being popular in Newfoundland, pea soup is national fare in Quebec and the Netherlands.

Boiled fish stews, which are more popular in Newfoundland than chowder, were once common in England. The elegant *moules marinière* and bouillabaisse were both, originally, a basic fisherman's boil-up.

While much of the tradition of one-pot soups rests in their simplicity, there is nearly always some small addition or special touch to indicate the cook's signature. Pease-pudding is cooked up with Thursday Dinner. Dumplings transform an ordinary pea soup.

Thursday Dinner with Pease-Pudding

2 lbs. salt beef or pork
1 package (1 lb.) yellow split peas
3 tbsp. fat back pork, diced
salt and pepper to taste
1 pudding bag
2 qts. water
1 turnip
1 head cabbage
4 carrots
4 parsnips
8 potatoes

Soak the salt beef or pork overnight in cold water. Combine the peas, fat back, salt and pepper in a pudding bag. Be sure, when tying up the bag, that there is plenty of room left for the peas to expand. Bring the salt meat, water and pudding bag to a boil and simmer gently for three or four hours or until meat is tender. Peel and add vegetables. Larger items may be halved. Bring to a boil and cook for another 30 minutes.

For a more elegant Thursday Dinner, vary the cooking time of the vegetables, with the cabbage and parsnip going in last. Almost any member of the cabbage or turnip family works well, including Brussels sprouts.

Round The Bay Stew

4 oz. fat back pork or 4 rashers of bacon, cut into small pieces
3 onions, coarsely chopped

2 lbs. potatoes, peeled and sliced into thick rounds
2 lbs. fresh or thawed cod fillets, cut into large pieces
salt, pepper and savoury to taste
1 cup of water or beer

Fry the fat back or bacon in a heavy cast-iron or stainless steel soup pot over medium heat. Add the onions. Cook for five minutes or until soft. Place a layer of potatoes over the onions. Follow with a layer of cod. Alternate the layers of cod and potatoes, sprinkling each layer lightly with savoury, salt and pepper. Pour over the water or beer. Bring the stew to a boil and cook covered over medium heat for one half hour.

Don't worry about the small amount of liquid at the beginning — the fish and potatoes contribute liquid to the broth during cooking.

Pea Soup and Dumplings

1 lb. salt beef or a 2 lb. ham bone
1 lb. yellow split peas
2 to 3 qts. water
3 carrots
3 parsnips
3 onions
1 small turnip
salt and pepper to taste
¼ lb. fat back or butter

If using salt beef, soak it for four hours or overnight. The traditional way to make this soup is to boil the peas, water and cubed salt beef together in a large pot. When the meat and peas are nearly done (after about 1½ hours), chop the vegetables into large cubes and add them to the soup. Add salt and pepper.

A tastier but slower way to make this soup is to fry the fat back. The cubed vegetables are added to the fat and fried gently until soft and golden. This intensifies the flavour of the vegetables and creates a richer soup. Before adding the meat and peas, remove the vegetables until the final hour of cooking.

Dumplings

2 cups flour
1 tsp. salt
1 tbsp. suet
4 tsp. baking powder
cold water

Sift the flour and salt into a bowl. Rub the beef suet into the flour. Then mix in the baking powder by hand. Add the cold water, a little at a time, until the dough is firm. Form the dough into balls and drop them into the soup, one by one. Cook for approximately 10 minutes.





Clowning is a serious pastime for Lionel Roy who was Top Clown in Canada in 1983



Lionel Roy, a quiet man in Beresford, N.B., works seven days a week with only one weekend off a month from his job as a checker at the Bathurst pulp and paper mill. But for the last 30 years he has devoted his spare time to clowning. It's a serious pastime for Roy, who has been Best Street Clown four times in eight years and Top Clown in Canada in 1983 in the Clown Carnavale Competition which is held in Moncton, N.B. every summer.

Roy, a professional clown, earned his diploma from Clown Carnavale Canada. He is the founder of Chaleur Clowns in the Bathurst area and gives lessons on applying clown make-up and other aspects of clowning. His dedication ex-

tends to soliciting new members for the troop — unfortunately few have his enthusiasm and the drop-out rate is high. "A good clown continually strives for professionalism," Roy says.

"René Comeau, a former member of Chaleur Clowns, now in university, was Top Clown in Canada in 1985," he says proudly. As well, Chaleur Clowns have brought home the Best Troop Trophy on more than one occasion.

Roy and another member of Chaleur Clowns frequently practise their antics at Chaleur Regional Hospital where, he says, "it's the expression on the faces of the sick that makes it all worthwhile." He is also looking forward to retirement in the next couple of years so that he can devote more time to clowning. "A clown can make many people happy," he says.

— Charlene Daley

The triathlon is a gruelling event but one in which **Scott LeDrew** of Corner Brook, Nfld. excels. Dubbed the Iron Man Event, the triathlon involves swimming for one kilometre, then cycling for 50 km. while dripping wet and finally running 10 km. to the finish line. Scott can complete the entire swim-cycle-run in less than two hours, a time that his competitors are finding hard to beat. But, ironically, one of the region's best conditioned athletes is becoming better known

in Europe than in Atlantic Canada.

"Scott's first triathlon was in Corner Brook six years ago," recalls his father. "And since winning that event he really hasn't looked back. We all wondered how well he would do when he started to compete against the pros in Ontario and Europe but he has held his own."

"He really hasn't been able to train fulltime until now," says his mother, "since he spent several years at the University of Ottawa completing a degree in kinesiology. Even so he has placed well in many triathlons over the years in Ontario, Nova Scotia and Newfoundland."

Scott graduated in April 1988 and since then the years of preparation have begun to pay off. "Scott is very self-motivated," says his father. "This summer, for instance, he ran a cycling business in Corner Brook (appropriately called Marathon Sports), so had to fit in training in the early morning and evening."

Scott started his latest winning streak by easily winning the Corner Brook Triathlon for the sixth time and then the St. John's triathlon in August. He then went to Ottawa where he claimed his biggest Canadian victory to date by winning the National Capital Triathlon.

Since triathlons are more popular in Europe than in North America, Scott headed for France in late August where he won a major event in Metz, outdistancing 300 participants. "That victory prompted a French racing team to offer him a spot with them so now he has some of his expenses covered," says his father. He has placed in the top three at triathlons in France and Austria and he's even picked up some prize money.

Scott still hasn't peaked since he is only 23 and most triathletes don't hit their prime until 25 or older. That means he can still improve, which must be distressing news for his competitors.

— Keith Nicol



Scott LeDrew is Newfoundland's Iron Man

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GORD JOHNSTON

Hennessey believes history is vulnerable

Catherine Hennessey has made history her life's work. And her crusade to preserve Prince Edward Island's past has given her a place in Island history. In September, she was awarded the Lieutenant-Governor's medal for outstanding work in heritage preservation.

Hennessey says her fascination with history began in the 1960s, when an old school near her home in Charlottetown was about to be torn down. She and a group of concerned Islanders petitioned the province to stop it. "We tried," says Hennessey, "but we were green and everyone thought we were crazy." Hennessey says she could see history would slip away quickly if "someone didn't care. Once you begin to know the history of a community, the next step is sharing. Then you realize that history is vulnerable."

In 1970, Hennessey became a charter member of the P.E.I. Museum and Heritage Foundation. She was its first executive director, a position she held for 10 years.

Her cottage-home outside of Charlottetown attests to Hennessey's obsession with preservation. She's collected so much antique furniture, folk art, hand-woven baskets and old china that there's hardly room to sit. The farm itself is a collection of old buildings she had moved to her isolated property on the Hillsborough River.

But history can be hectic — Hennessey even has a telephone in her barn. She's keeping up with her latest project, the restoration of St. Andrew's Chapel from Charlottetown to its original site near her home, and also handling a new job coordinating the beautification of the Charlottetown area. "It combines all the things I believe in," she says.

Hennessey says although collecting antiques has become popular, that's a positive influence. "I don't think you do this saving or caring or studying for commercial reasons. You do it because it makes you a better person, with a sense of your past." — Sara Fraser

Although she's well known throughout industrial Cape Breton for her talents as an organist, **Patsy MacMullin** of Sydney River, N.S. is even better known for her tartan designs.

MacMullin is a self-described, "taster, interested in everything." She loves a challenge and she took one on when, as a student at the University College of Cape Breton, she decided to design a tartan as a gift for a friend at the university who was approaching his 25th anniversary in the priesthood. Fascinated with "colour, wool and dyes and how they work together," MacMullin designed a tartan using U.C.C.B. colours of orange, green and white.

The final result not only pleased her friend, it was approved by the board of governors at the university as its official tartan. She also designed tartans for the 1987 Canada Winter Games, the city of Sydney's bicentennial and most recently for the town of Antigonish, which is celebrating its centennial this year.

MacMullin says when she is approached to design a tartan for an event, institution or town, she wants to know the history. "The choice of colours is governed by the history and important points of an area," says MacMullin.

Now a graduate of U.C.C.B., the mother of five and grandmother of four was chosen to represent Nova Scotia as a weaver at its Expo '86 pavilion. She was named Beta Sigma Phi's First Lady of the Year in 1985 and was named Woman of the Year in 1987 by the Business and Professional Women in Sydney.

— Mary Ellen MacEachern



OWEN FITZGERALD

Tartans are MacMullin's latest challenge



ALBERT LEE

Pettipas has 8,000 albums in his basement

For the past 22 years **David Pettipas** of Lower Sackville, N.S. has been collecting record albums. In his basement are shelves, boxes and crates containing more than 8,000 long-playing and single records. Many of the albums have never been removed from their jackets.

The collection contains some rhythm and blues, folk and country and western music. However, the majority of the records are from the rock and roll era. "My real interests are the years between 1955 and 1965," he says. The Beatles, Elvis Presley, Buddy Holly and Fats Domino are just a few. Many of the records in his collection were sold in limited quantities.

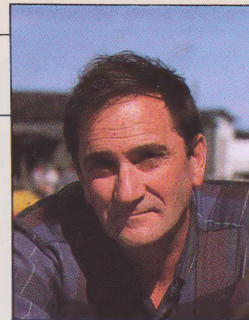
Pettipas, who is employed by Air Canada, says it was his dream to become a professional disc jockey. Occasionally he gets to act out this dream when he is hired to play his records at weddings, parties and other engagements.

Although Pettipas was only 10 years old at the peak of the rock and roll era, he probably remembers it as well as anyone. "I had a brother and sister who were older," he says. "I remember playing their record albums when I was only four years old."

He is always on the lookout for new records. "We spend more time record shopping than we do grocery shopping," says Ivy Pettipas, David's wife. On their honeymoon in Los Angeles she recalls standing in record stores for hours at a time while her husband thumbed through record albums.

Although Pettipas has collected some modern music such as Bruce Springsteen, he feels that no other group will equal the groups of the '50s and '60s. "Current music is all right," he says. "But rock and roll will live forever." — Alice Walsh

California-izing our winter



When Wayne Gretzky skipped off to play ice hockey under the Los Angeles palm trees, I was spared the sacrilegious shock suffered by many Canadians. I am not the sporting type and was never baptized a communicant of the great Canadian Church of Sudden Death Overtime.

Being a sports atheist has some advantages. When the devil made Gretzky do what he did I was still able to keep down my morning cocoa and flick orange pips at the cat. There wasn't much else to do since Gretzky Shock had shut down industry, trade, commerce and government right across the nation. There was plenty of time, though, to philosophize...about ice hockey in the sub-tropics, about Canadians and winter.

For the first 200 years and more Canadians tried to come to grips with the great Canadian winter by seeing it through English eyes. In the past few decades there's been a change. Now we try to tackle winter from the angle of California.

Time was that when sensible little Canadians went out to play in January, they looked like Queen Victoria had dressed them for Baffin Land. We are now in a time of transition. Joan Crawford seems to have taken a hand. You may see this schizophrenia at any school bus stop. The kids look like they're on some sort of split screen. Up top they're parkaed and muffled for the Northwest Passage; below the navel they're in beachboy denim and poolside sneakers.

Your Canadian infant is likewise split between the high Arctic and Malibu Beach in a bulky snowmobile suit done in Miami Vice pastels.

The kid waiting for a school bus on a rural road in, let us say New Brunswick, hops from foot to foot among the snowdrifts wearing an Eskimo parka over a sweatshirt decorated with the California Raisins. Her parents and grandparents were probably outfitted according to English notions of a Canadian winter — swathed to the eyes in buffalo robes, Hudson's Bay blankets, wolverine pelts and were, like Sir Wilfred Grenfell, prepared to eat their dog teams if the weather turned really brisk.

They were fortified by lashings of boiling oatmeal, their pockets stuffed with hot rocks and potatoes, they carried small Union Jacks to plant at the North Pole in case they went off course on the way to the general store. Yet their offspring skip down the same roads in pantyhose, pre-ripped jeans, Bill Cosby sweaters and tarty

teen tatters made trendy by some Hollywood rock-and-rollist.

The climate is the same but we seem to be in the midst of a convolution as the curious Canadian struggle to come to grips with winter continues. For centuries we clung to English attitudes which placed us in the howling tundra. Now we've got hockey pucks and coconuts. So severe a case of latitude confusion can make you funny in the head — hasn't anyone ever bothered to look out the window?

In St. John's our annual heat wave generally occurs on a Wednesday afternoon so that it takes more than the normal amount of chutzpah (or an overdose of California Raisins) to put in a backyard swimming pool.

That goes beyond the brass needed to flaunt a mink coat on Miami Beach. A swimming pool in a St. John's backyard represents a violent swing in mores. It bucks a long English tradition to winters here in which soldiers of the Signal Hill garrison were sewn into their longjohns by their lady friends in October and only

*Canadian kids'
clothes are split
between the high
Arctic and
Malibu Beach*

scissored free again in June.

Backyard swimming pools are still rare, yet you do catch a glimpse of one here and there, gaping turquoise japeries amid nine months of sleet squalls.

I don't know how they manage things in Winnipeg but I have a passing acquaintance of winters in Toronto and Montreal. If the California-ization of Canadian winters really takes hold, you would stand a sporting chance in Toronto but, in Montreal, not the chance of a *boule de neige* in hell.

In Atlantic Canada we get the occasional puff of mild air wafted up from

Bermuda in mid-February. This thaws the knee joints slightly and we stagger on to May. Toronto has man-made smudgepots which serve the same purpose...subway gratings.

You may stumble through winter in Toronto in your "Three's Company" flimsies by pausing now and then on a sidewalk grating to get a blast of warm, soapy swamp gas from the subway up the jumper.

But Montreal has enough of that Arctic edge to justify Queen Victoria and her buffalo robes. The flint-hard cold of that city makes the California fad not just ludicrous but suicidal. Even the buffalo wear buffalo robes.

In that Gallic gulag of blue nuns and petrified civilians they make no pretence of being on the California coast. They fuel up on sugar tarts and fat pork pies. They muffle up like Nikita Khrushchev touring Vladivostok and only play at beach blanket bingo when they go underground, sheltered from grisly reality.

There's been a recent crack, however, in Montreal's winter logic. They've started to build dwellings inside greenhouses so that you can step out the front door into tropical foliage and jungly heat. We always wondered what the blighters did with all that free hydro they snuck from Churchill Falls.

It's all very well to create the tropics in your front yard in January but what happens when you have to step out the garden gate? I have done an experiment to test this Montreal madness. It alters a budgie bird for the worse when you take it directly from the microwave and pitch it into the deep freeze.

Canadian winters are what they always were and so is the bizarre Canadian penchant for pretending they're something else.

Wayne Gretzky's grabbing his hockey skates and heading for the Mojave Desert is not so silly when you consider that he left Edmonton, home of the Eskimos but also home, these days, of the West Edmonton Mall and the world's largest indoor artificial surfer's paradise.

Here in St. John's, to ease the strain of winter we simply go south, 50 miles closer to the warm Gulf Stream down the Southern Shore to the Newfoundland Riviera.

It makes all the difference in the world. It breaks the monotony. Driving down — in January or June — the sleet hits you on the left side of the neck and coming back it runs down the other. ☒

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